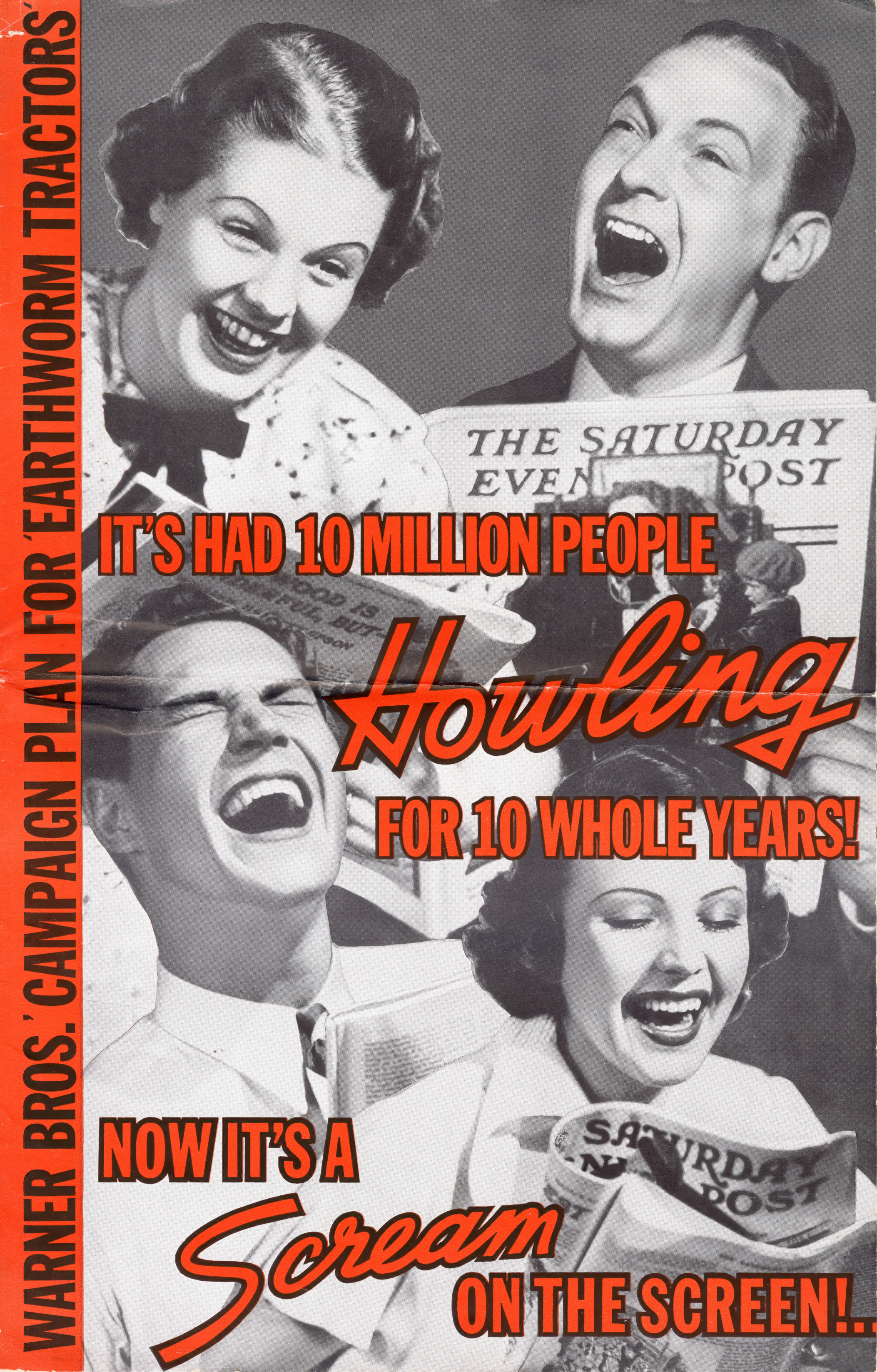




WARNER BROS.' CAMPAIGN PLAN FOR 'EARTHWORM TRACTORS'

IT'S HAD 10 MILLION PEOPLE

Howling

FOR 10 WHOLE YEARS!

NOW IT'S A

Scream

ON THE SCREEN!...

FOR THE GREAT, BIG COMEDY CAMPAIGN OF THE YEAR

Warner Bros. Gleefully
Give You the Roar-Packed
Picturization of *The Satur-
day Evening Post's* Most
Celebrated Story Series-

JOE E.
BROWN

as Alexander Botts in

"EARTHWORM TRACTORS"

with
JUNE TRAVIS
GUY KIBBEE

DICK FORAN • CAROL HUGHES • GENE
LOCKHART • OLIN HOWLAND • JOSEPH
CREHAN • Directed by Raymond Enright

A First National Picture

There are no butts about Botts—Wm. Hazlett Up-
son's famous 'natural born salesman' is the long-
run laugh-record holder of the age! Ten years in
the *Post* and a steady following of over 10-million
readers give you a self-starting ticket turnover for

Another "Swell Box-Office Number" from **WARNER BROS.**

Country of origin U. S. A. Copyright 1936 Vitagraph, Inc. All rights reserved. Copyright is waived to magazines and newspapers.

*Film Daily

WHEN YOU'RE **SELLING IT** - - - REMEMBER TO KEEP **YELLING IT'S...**

"A swell box office number . . . a riot of fun. Enough of the clowning Brown to satisfy his regular fans, and, with a higher type of comedy than usual, a still wider audience should go for it. It has what it takes to make a swell piece of box-office entertainment." —*Film Daily*

"A box-office prescription not alone for confirmed Joe E. Brown fans but for a much wider audience . . . Rich in gags—probably Brown's best . . . and should fare prosperously." —*Variety Daily*

"Got each incident topping its predecessor as a laugh-provoker, until the last sequence which will floor the spectators who may have survived previous efforts to knock them out of the aisles."

"All fun—audience reaction to picture resulted in unrestrained laughter that many times drowned out ensuing dialogue and sound effects." —*Motion Picture Herald*

"Nothing short of perfect . . . will pack them in any man's theatre and give customers double their money's worth in laughs. Joe E. Brown has never made a picture so uproariously mirthful." *Box Office*

"Another tidal wave of hysterical comedy. There's not a dull moment. 'Earthworm Tractors' will maintain a tain of laughter."

PLAN YOUR CAMPAIGN ON AN **EXTRA-CASH** BASIS! SPECIAL DOUGH FOR THIS SHOW! \$600 In Cash Prizes For Best Tractor Tieup on 'Earthworm Tractors'

The Caterpillar Tractor Co. offers cash prizes for best promotional campaigns put on by theatre managers in cooperation with local Caterpillar Tractor distributors and dealers. Campaign is already in swing with a full-page ad in the *Saturday Evening Post*, on sale July 28th. Dealer will insert large cooperative newspaper ads, display window and counter cards in their stores and help plant additional publicity material. See him today and get set for a prize-winning campaign!

Send all details of your tractor promotion, including publicity stories and photos of all stunts, to MR. G. M. WALKER, CATERPILLAR TRACTOR CO., PEORIA, ILL.

1st PRIZE \$150.00 each to theatre manager and local distributor or dealer.

2nd Prize \$100.00 each to theatre manager and local distributor or dealer.

3rd PRIZE \$50.00 each to theatre manager and local distributor or dealer.

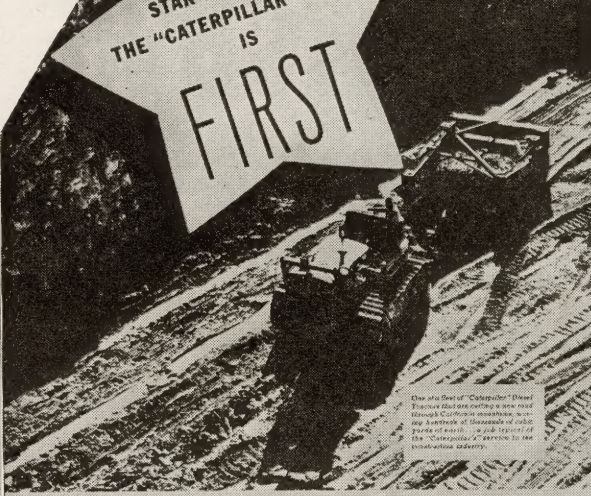
**THE
AWARDS!**

**THE
TIE-UP!**

THE CATERPILLAR TRACTOR CO.

is behind this picture with a giant promotion set-up that can't miss! A complete press - book of their own has been sent to all dealers, supplying them with heralds, posters, co-op ads, stories and wads of other stunts plugging this show. It's one of those once-a-year breaks—so see your Caterpillar Tractor man today!

AS A STAR PERFORMER THE "CATERPILLAR" DIESEL IS FIRST



Sharing the honors with Joe E. Brown in his newest, funniest picture, "Earthworm Tractors," are the rugged "Caterpillar" Diesel Tractors that play the title role. Always a star performer on all kinds of tractor jobs, "Caterpillar" Diesel Tractors today are first choice in the construction, logging, oil, and many other industries, because they star in cutting costs, conquering tough jobs, getting work done quicker, better and without interruption. Caterpillar Tractor Co., Peoria, Illinois, U. S. A.

CATERPILLAR DIESEL

DON'T MISS JOE E. BROWN IN HIS NEWEST PICTURE "EARTHWORM TRACTORS" DIRECTED BY RAYMOND ENRIGHT. A Warner Bros. picture adapted from William Hazlett Upson's great stories about Alexander Botta.

Joe E. Brown as Alexander Botta, a tractor salesman

Joe E. Brown gives Guy Linder a thrilling tractor demonstration

Joe E. Brown and his tractor take for a swifter ride than a roller coaster

ASK FOR DATE OF SHOWING AT YOUR LOCAL THEATRE

NEWSPAPER-SIZE HERALD

Earthworm NEWS



DEALER ADS

FULL PAGE AD appearing in THE SATURDAY EVENING POST

SEE Warner Bros. Laugh Smash **EARTHWORM TRACTOR!** THEN visit our display room AND SEE...

CATERPILLAR Tractors that are used Exclusively in this PRODUCTION

DEALER'S NAME HERE

WHAT A TRACTOR! WHAT A SALESMAN! WHAT A PICTURE!

Warner Bros. Franchising-Smashing Laugh! Starring **JOE E. BROWN** NOW SHOWING AT

DEALER'S NAME HERE

FULL PAGE AD will appear in The Saturday Evening Post on July 28th. Which means that more than 10,000,000 readers will see a swell plug for your show.

NEWSPAPER-SIZE HERALD is a four page roto-gravure, intended mainly for dealer distribution. It is packed with scenes from film and copy plugging show, and leaves room on the back for dealer and theatre imprint. Yours FREE in limited quantities.

POSTER measures 28" x 42" and is printed in two brilliant colors. Just the thing for those dealer window tie-ups or for lobby use. And they're FREE in limited quantities to exhibitors.

DEALER ADS give film plenty of plugging. And while you're persuading him to use 'em, remind him that the Earthworm Tractor Co. pays 1/2 the cost of his ads.

PUBLICITY STORIES are also being sent out to all dealers. With stills of Brown and copy about film, it'll be worth your while to help local dealer plant 'em by using your newspaper contacts.

For any of the merchandise offered above, and for additional information about tie-up, write:

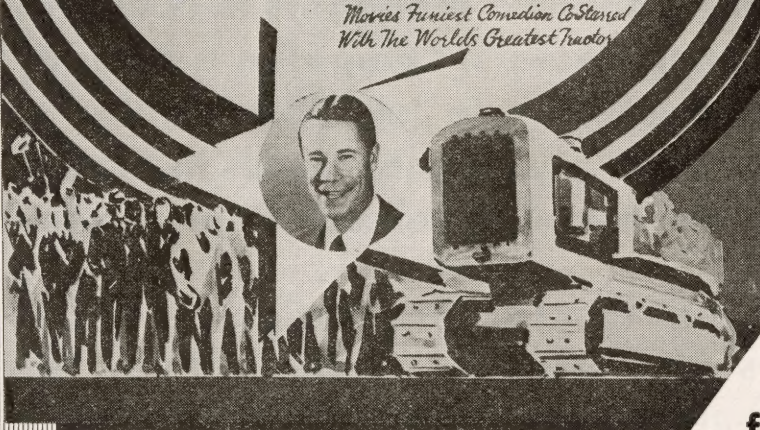
Mr. G. M. WALKER, % CATERPILLAR TRACTOR CO., PEORIA, ILL.

DON'T MISS THIS LAUGH RIDT STARRING JOE E. BROWN EARTHWORM TRACTOR

EARTHWORM TRACTOR

A WARNER BROS. PRODUCTION FROM THE SATURDAY EVENING POST STORIES BY WILLIAM HAZLTT UPSON STARRING ALSO "CATERPILLAR" TRACTORS LAUGHS-THRILLS-DRAMA

Movies Funniest Connection Combined With The Worlds Greatest Tractors



SPECIAL 2-COLOR POSTER

MOVING HOUSES EARTHWORM STYLE!

JOE E. BROWN IN NEW SMASH!

TRACTORS PLAY PRIZE SALESMAN! LEAD ROLE.

Earthworm Diesel

PUBLICITY STORIES



TRACTORS FOR BIG BALLYING

If you like to bally with BIG things, these tractor ideas may be right up your alley. Since the film's theme centers about tractors, what should be more natural than to use 'em to tell folks you're playing the show. Ideas are yours for the reading—and it won't cost a small fortune to put them into practice. That is, if you can promote the tractor.

Here's How To Go About

BALLYING WITH A BIG TRACTOR RACE

For a novel idea on this angle, why not have a tractor race? With a little co-operation it could be one of the highlights of your campaign. Below you'll find a play-by-play description of how to go about it:

PLANNING THE RACE

Set the race for a day when you'll be sure of a big audience, and at a place as near where crowds are likely to collect as possible. See if you can promote prizes for winner, with ducats to runners up.

REMEMBER THE PAPER

Don't forget your newspaper on this one. If editor agrees that idea is novel, he might get behind you with all the publicity you could want. Of course he illustrates stories with comic scene cuts of Brown driving tractor.

USHERS AS BOOKIES

Have ushers from your theatre on hand at the time of the race to set up a betting exchange. Folks figure out the order entrants will finish in, with you offering ducats to those who guess right.

INVITE BIG SHOTS DOWN

Don't forget the dignitaries who should be on hand to start it off and spectate. Perhaps your mayor will string along with your stunt and give it some authentic class.

SLIDE PLUGS IN THEATRE

A slide on your screen to plug the race. Or if you feel like spending a little dough—order yourself a series outlining all the things you plan to do.

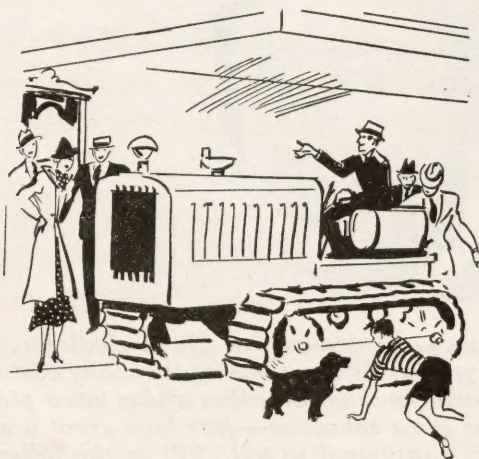
MISSING TRACTOR CASE

If your bally tractor, which is parked in front of theatre, should disappear, do you think newspaper would give you a break on the freak story angle?

TRACTOR PARKING SPACE

Just for a gag, have your artist make up a sign advertising "Free Parking Space For Tractors". Follow this up with appropriate copy plugging your picture.

DEMONSTRATE TRACTOR



When your driver gets tired of running around in tractor, park it in front of theatre. Keep a demonstrator at hand and let him show curious patrons how machine works.

JOE YELLS ON TRACTOR



Plaster your tractor with plenty of copy and parade it around town with the guy in the driver's seat emitting the famous Brown yell.

TEACH FOLKS TO DRIVE

Tractor distributor might be willing to put his tractor to use in an empty lot showing interested folks how to drive tractor. If you can swing it . . . get hizzoner and other big shots to take free driving lessons. This should bring out the newshawks and photogs, which should net some good publicity for you and the political lads—with elections at hand. Another gag might be the one where you set up photographer to snap those willing to climb up on driver's seat. Photos are handed to posers gratis, with co-operating photographer getting credit for his trouble.

CRUISING TAXI TRACTOR



If you want to put your roving tractor to still further use, cruise it around town with sign offering to take anyone to theatre free. Attach banners bearing theatre and show credits.

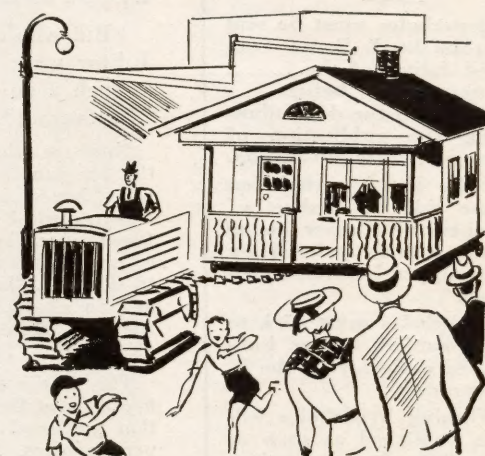
FREE TRACTOR RIDES

It's a wild idea, but you might be able to work it. Plant your tractor in an empty lot as near the theatre as possible. Letting folks have free rides in your "Earthworm Tractor" just to tease 'em along about your show.

TRACTOR PULLS AUTOS

Tractor distributor might go for a street bally to show off the pulling power of their machines. They have a tractor drag six or seven automobiles through the streets—with plenty of signs splattered around the tractor telling of the power it possesses and also plugging your show. Demonstrator might spiel on film.

MOVING HOUSE GRATIS



Via classified ad and word of mouth, offer to move a house gratis with your tractor. In all probability no one will take you up on it, but in the event someone does you have a swell street bally. A variation would be getting portable house and permish from city officials, using gag as pictured. Plaster the house with signs plugging your show.



CONTESTANTS RUN RIOT IN 5-D

Five-day contest asks entrants for silly exaggerations, built around the film character's gift for salesmanship. Contestants have to make up screwy lines like, "He was such a good salesman, he could sell mammy songs to Mrs. Dionne." Each day, Joe poses as a different character and all entries must be written in connection with that character. Winning contributions are published daily. Five illustrations available in one mat. Order mat No. 501—50c.

(Lead Off Story)

Write A Nifty Hyperbole And Win A Prize

Joe E. Brown's coming to town, Fans, and here's your chance to see him in the funniest picture he's had in years as guests of the..... (newspaper).

Somehow or other, the flannel mouthed comedian always inspires a unique contest for Movie Fans, and this is no exception.

In "Earthworm Tractors" the First National picture in which Joe E. will open at the..... Theatre on....., he is "Alexander Botts", the super-tractor salesman you have met in William Hazlett Upson's stories in the "Saturday Evening Post".

He's what he calls a "natural born" salesman, and he isn't a bit afraid to sell himself, as well as whatever product he is peddling at the moment.

In fact Joe E.'s self confidence and determination lands him in bushels of comical trouble, but all the time he keeps insisting that he's such a good salesman he could "sell oil to John D. Rockefeller".

That, Fans, is what is known in literary circles as hyperbole, and that is what you are invited to write for the next five days and incidentally win two tickets to the..... Theatre to see Joe E. and enjoy an evening of laughter and suspense.

Starting tomorrow, and continuing daily for five days, the..... (newspaper) will print a picture of Joe E. Brown, each one especially posed, and showing him in different costumes. Each day, Fans are asked to complete a hyperbole, and every day the writers of the ten best ones will each receive two tickets to see "Earthworm Tractors".

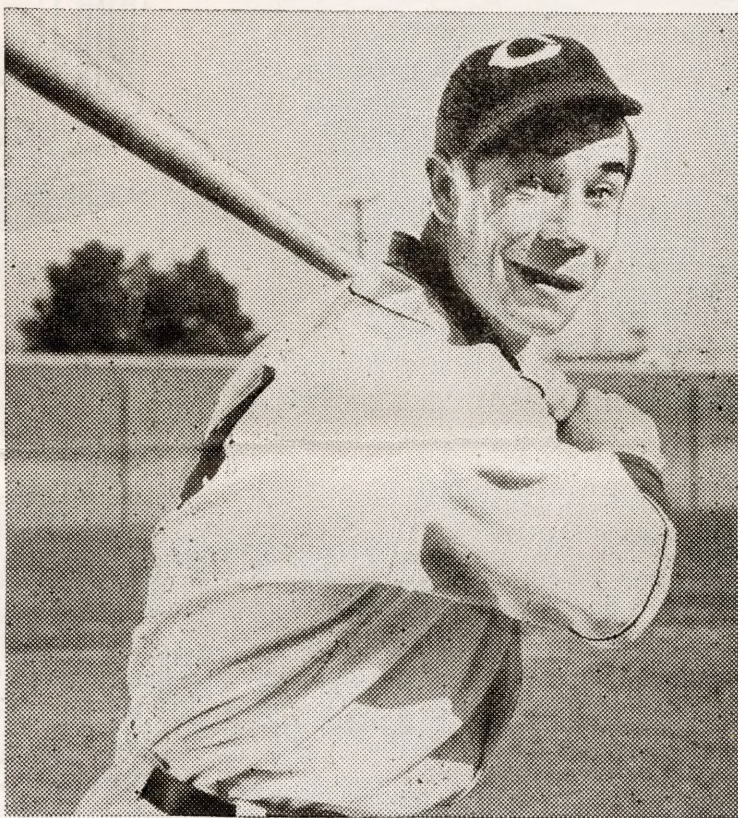
Now read the rules of the contest and get ready to tell in the form of a hyperbole just how good a salesman you think Joe E. is.

RULES OF CONTEST

1. Hyperboles must be sent to the Joe E. Brown Contest Editor of the..... (newspaper) before..... o'clock of the day following the publication of the particular illustration.
2. Write the hyperbole on one side of a sheet of paper with your name and address printed on the upper left hand corner.
3. Hyperboles must stick to the subject matter indicated each day by the illustration.
4. Winning hyperboles will be published as soon as possible after the judges hand down their decisions.
5. The..... (newspaper) will not enter into correspondence regarding the decision of the judges nor will any contributions be returned.
6. Awards will be made according to the originality, humor and point of the hyperbole.

(1st Day Contest)

Tell How Good Joe E. Is And Win Theatre Tickets



Joe E. Brown is the country's No. 1 baseball fan. He used to be a professional baseball player and now is backer of a team. He numbers hundreds of major and minor league players as some of his closest friends. On the set, there are always visits by star athletes. But he's a salesman, too, in his latest starring vehicle "Earthworm Tractors". In fact he's such a good salesman he could sell..... The rest is up to you. Finish the hyperbole and win yourself two tickets to the..... Theatre.

Joe E. Brown is such a good salesman he could sell flivvers to Henry Ford. He could even sell "Mammy" songs to Mrs. Dionne, or the New Deal to Al Smith.

But who could he sell baseballs to? Or bats? If the Contest Editor were trying for a prize, he'd write that "Joe E. Brown is such a good salesman he could sell the homeplate to a Greek "Restaurant", which is his idea of a real nifty hyperbole.

Now see what you can do, for the ten fans submitting the best nifty hyperboles to the Joe E. Brown contest editor of the..... (newspaper) before..... o'clock tomorrow, will each win two tickets to the..... Theatre where Joe E. and an all star cast will open in the new First National comedy "Earthworm Tractors" on.....

This is the first of a series of five tests of the power of description possessed by..... (newspaper) readers. Naturally, what is wanted is a snappy, original and funny nifty hyperbole, based on some phase of Joe E. Brown's baseball career.

The more exaggerated it is the better, for the term "hyperbole" itself means an exaggeration.

Winners are assured of an evening of hilarity, for "Earthworm Tractors", which is based on the Saturday Evening Post stories of William Hazlett Upson, provides Joe E. Brown with the fun-

niest vehicle he has had in several seasons.

The contest itself should produce unusual results, as most people have many of them tucked away in their memories. They need not be original with the contestant, for the award goes to the Fan who submits the winning hyperbole, regardless of where he heard it.

You'll have a lot of fun writing them, but not nearly as much fun as you'll have when you see Joe E. Brown trying to sell a tractor to Guy Kibbee, who doesn't want one, even though June Travis is boosting Joe E.'s game with intentions of matrimony.

In fact, June is even a better salesman than Joe E. She's so good she could sell Joe E. Brown a correspondence course in salesmanship.

Now you write a nifty hyperbole and send it to the Joe E. Brown Contest Editor.

(2nd Day Publicity)

Your Niftiest Hyperbole Is Worth Valuable Prize

In his own opinion, Joe E. Brown was such a good salesman he could sell nighties to a nudist colony.

Even if he wasn't as good as all that, it's still a good "hyperbole" which simply means an exaggerated comparison.

And that's what hundreds of Movie Fans are writing now and having loads of fun doing it, in addition to having the chance of winning two tickets to the..... Theatre for the best ones.

Joe E. Brown, the tunnel mouthed comedian who is America's favorite screen comic will come to the..... Theatre on..... in the funniest picture he has had in several years. It's First National's "Earthworm Tractors", which is based on William Hazlett Upson's Saturday Evening Post Stories.

In the film he's a salesman, a natural born salesman, so good he could sell spaghetti to Haile Selassie, which is some selling.

Today the..... (newspaper) shows Joe E. all dressed up like a gladiator or something. To win two tickets to see him in "Earthworm Tractors" send in a nifty

hyperbole telling how good a salesman he is, but sticking to something you see in the picture.

Of course everyone will think that he could sell feathers to Sally Rand, but that isn't hyperbole, because Sally is probably in the market for feathers.

So study the picture and then send in the best hyperbole you can originate to the Joe E. Brown Contest Editor of the..... (newspaper) before..... o'clock tomorrow when today's contest ends. The fans submitting the ten best hyperboles will each win two tickets to the..... Theatre.

(2nd Day Contest)

He's A Good Salesman



Here's Joe E. Brown, all dressed up like a gladiator, with feathers and everything. It's just one of the many costumes favored by this world-famous comedian whose latest picture shows Joe E. as a great salesman—just how great a salesman is what you're supposed to tell. Fill in the following sentence:

Joe E. Brown is such a good salesman he could sell..... And if your answer is among the ten best hyperboles submitted, you'll win two tickets to Joe's latest First National comedy, "Earthworm Tractors".



AY SILLY HYPERBOLE CONTEST

(3rd Day Contest)

See If You Can Win Two Strand Theatre Tickets



Joe E. Brown was a fireman when the above picture was taken, but he's a salesman in his new picture "Earthworm Tractors", which opens at the.....Theatre on..... How good a salesman he is, is what you're supposed to tell if you want to win two tickets to see him in "Earthworm Tractors", Joe's funniest First National comedy to date. But you must stick to the above picture. You might say he was a good enough salesman to sell a saddle horse to a mermaid, or something.

All the Movie Fans in this part of the country have turned into hyperbole writers, if the number of answers received daily by the.....(newspaper) in this unique Joe E. Brown contest is the criterion.

A hyperbole is simply a form of exaggerated statement, such as "Joe E. Brown is such a good salesman he could sell fire engines to a deep sea diver."

This is the third of a five-day contest based on hyperboles connected with Joe E. Brown's ability as a salesman, and the results are almost as funny as Joe E.'s new starring picture "Earthworm Tractors", which opens at the.....Theatre on.....

Joe E.'s adventures in business and love evoke screams of laughter, and his conflicts with Guy Kibbee who doesn't want to buy give lessons in what a fellow really can do when ambition is spurred on by love and a desire to hold a job.

The rules of this contest are very simple. The illustration shown today was posed by Joe E. Brown with one of the old time fire engines that used to be seen in

every city. There are many things in the illustration that could be sold. See what you can find for him to sell—it can be a horse, the pumper, harness or anything and then write a nifty hyperbole about it.

Two tickets to the.....Theatre will be awarded to each of the ten fans submitting the best hyperbole to the Joe E. Brown Contest Editor of the.....(newspaper) before....., when entries for today's contest close.

"Earthworm Tractors" is the funniest picture in which Joe E. has appeared in several years. It is based on the Saturday Evening Post stories of William Hazlett Upson.

(4th Day Publicity)

Contest Winners Get Tickets To Strand Theatre

Ten nifty hyperboles brought a lot of thrill to ten readers of the.....(newspaper) yesterday, for the judges have announced the results of the first day's contest for exaggerated descriptions of Joe E. Brown's ability as a salesman.

The winners of the first day are: (Insert names.)

Additional winners — ten for each of the five days the contest will continue—will be announced as soon as the judges hand down their decisions.

Now there is plenty of opportunity for others to win tickets to see Joe E. Brown when he comes to the.....Theatre on..... in his new First National picture "Earthworm Tractors", which is based on the Saturday Evening Post stories of William Hazlett Upson.

Today we have a picture of Joe E. Brown taken during his recent tour of China. Joe E. liked the Orient so well he adopted its customs as well as its costumes and even learned to eat rice with chopsticks.

If you want to win two tickets to see him in his role of a super salesman of "Earthworm Tractors", tell how good he is in reference to something shown in the illustration. As an example, you might say that Joe E. was so good a salesman he could sell chopsticks to an armless man.

All replies, which are known as hyperboles, must be sent to the Joe E. Brown Editor of the.....(newspaper) before.....o'clock tomorrow after which no entries will be considered.

(4th Day Contest)

Can He Sell 'Em?



Joe E.'s new film "Earthworm Tractors" should be a big success in China. But you can see it at the.....Theatre by sending in your niftiest hyperboles.

(Last Day Contest)

Last Chance To Win Free Strand Theatre Tickets



Joe E. Brown travelled for years with a circus when he was a boy member of an acrobatic troupe. He still can't stay away from them and frequently dresses up as a clown and joins in the fun making. But he was never as funny as a clown as he is as a super salesman in "Earthworm Tractors", his new film coming to the.....Theatre on.....

Here's your last chance, Movie Fans, to win two tickets to see Joe E. Brown when he comes to the.....Theatre on....., in his new First National comedy "Earthworm Tractors".

All you need do is look at the picture shown here and write a hyperbole describing his selling ability.

As you know, a hyperbole is simply an exaggerated description. Thus you might say that Joe E. Brown was such a good salesman he could sell a full dress suit to Mahatma Ghandi. That wouldn't win a prize because the hyperboles must be centered around something you would see in a circus. If Joe E. were as a good a salesman as he thinks he is in "Earthworm Tractors" he could sell reducing pills to the living skeleton.

For the past four days this newspaper has been giving its readers an opportunity to win tickets by writing these hyperboles. The contest ends today, and all hyperboles must be sent to the Joe E. Brown Contest Editor of the.....(newspaper) before.....o'clock tomorrow, when the lists close.

Remember, the hyperbole must be based on something one sees in a circus and must start with the words "Joe E. Brown was such a good salesman he could sell.....".

The ten readers submitting the best hyperboles will each win two tickets to the.....Theatre.

"Earthworm Tractors" is the funniest vehicle Joe E. Brown has had in several seasons. It is based on the Saturday Evening Post stories of William Hazlett Upson, and in addition to the star, the cast includes Guy Kibbee, June Travis, Dick Foran, Carol Hughes, Gene Lockhart, Olin Howland and Joseph Crehan.

In the film, Joe E. is a seller of "gim cracks", which offends his best girl. So Joe E. decides to sell tractors and his amusing adventures and mishaps in this calling form the base of one of the funniest films he has ever made.

You'll want to see "Earthworm Tractors" and there is no better way than by writing one of the ten best hyperboles sent to the Contest Editor.

IT'S THE SILLIEST CONTEST OF THE YEAR...BUT IT'S FUN!

Get ready to enter the funniest contest of the year—which is being run in connection with the funniest picture of the year, "Earthworm Tractors", starring Joe E. Brown. Can you make up a nifty Hyperbole in connection with Joe's ability as a super-salesman? Something like:

"He was such a good salesman, he could sell a Mammy song to Mrs. Dionne".

Start thinking about it today, and then look for the rules of the contest, which starts tomorrow in

THE EVENING JOURNAL



SELL SHOW WITH SALESMAN SLANTS

Picture, as you know, deals with Alexander Botts, "natural born salesman", which suggests following ballys playing up the salesman slant.

Here's How To Conduct Your

SEARCH FOR NATURAL BORN SALESMAN

How's about a contest, purpose being to find town's "Natural Born Salesman" or Alexander Botts? We've worked out a play-by-play account for your campaign. Here's how it should work:



GETTING CONTESTANTS

Have stores represented individually by member of sales department. Let 'em be appointed by store exec, or get 'em to stage own contest for preliminary nomination.

CONDUCTING CONTEST

Pick your own time—place, of course, is stage of theatre. Line up contestants on stage and give to each one a slip of paper with subject noted about which they are to spiel. One article could be "Cleanwhite Soap", another, "Goody Dog Biscuit", etc. Give the boys two to five minutes to line up their talk. Then, after an introductory

speech with mention of "Earthworm Tractors", play date, etc., let 'em go. If you can plant a coupla stooges for laughs and a "gong" or two—go right ahead.

JUDGING YOUR CONTEST

'Twould give your contest a sound foundation if prominent sales execs would act as judges. See if they'll line your stage for you on night of contest to make it look more important. Judges will know what elements to look for—clarity, facility and coherence of speaker.

NEWSPAPER ANGLES

If you can convince merchants represented to go for a coop ad page, be sure to get mention of "super salesman contest". Your paper might give you some extra publicity plugs as contest progresses. Who is entered by which firm and why, should make good copy for 'em.

BALLYING THE WINNER

1. Once your winner is picked, use him for good newspaper copy as "champ" salesman and for human interest stuff.
2. Have news-photographers on hand at the contest to get picture of town's Alexander Botts. Pose him with judges and any sales execs who happen to be on hand.
3. Stage a "personal appearance" for your super-salesman at some night club, if you can. Get m. c. to break show, introducing the best salesman in town.
4. Leading department stores might like to have winner on hand in different departments as salesman. You might spot him all over the store selling merchandise.
5. As a freak photo news plant, you could snap the champ beside a life-size blow-up of Brown. Thus, the two super-salesmen meet.

MOST POPULAR SALESMAN

Why not let your merchants in on a means of balloting for town's most popular "natural born salesman?" Tie this in, of course, with super salesman created by Joe Brown in pic. Newspaper might co-operate by printing entry blanks, along with copy telling folks what stores are in the contest and how they go about voting. Patrons are given ballots with every purchase. Your job, if you plant contest, is to spur up local interest and get everyone trying to garner votes for their favorite salesman.

FUNNY TALES WIN DUCATS

Salesmen usually have a world of funny stories at their command. Hop down to see newspaper editor about running contest of humorous salesmen's stories. If he likes idea . . . you offer to present writer of each published joke with free admish to show.

SELLERS—OLD & YOUNG

Finding town's oldest and youngest salesman shouldn't be too hard. Publicity stories sent to newspapers announce that ducats and prizes will be awarded to lucky ones. Anyone actively affiliated with selling is eligible to enter. Entrants can range from kids who sell soda pop at ball fields to big firms' veteran pluggers. Newspaper might be interested enough to send photoq down to snap winners and get yarn out of 'em.

SALES EXEC INTERVIEWED

If you suggest it, daily editor might send news-hawk and photoq to interview sales exec of one of his big advertisers. His comments on selling and Joe's sales-plugging activities (he's previewed film) should make an interesting feature for readers as well as swell plug for show.

SELLER SPIELS ON SHOW



Can you lay your hands on a guy with Joe's mannerisms? If so, set him up on street corners with simple pitchman's outfit to spiel on his wares and show. He tells crowds that might gather 'round that he's natural born salesman and has sold everything.

HIT TRAVELING SALESMEN

You might order some of the novelty booklets on "How to be a Salesman" available as illustrated on page 27. Get these around to hotels—particularly those where commercial and traveling men can be reached.

LOBBY USED FOR AGENCY

During run, part of lobby could be used as salesmen's employment bureau. Try tying up with paper for stories inviting employers and employees to register jobs.

EXEC GIVES RADIO TALK



Local radio station's special features department might be interested in having prominent sales executive spiel on "SELLING AS A CAREER". He tells about the problems that good salesmen have to overcome, the romance and humor in selling and the ultimate goals that one could reach. Since it's customary for speakers to start off with humorous incident, it might be wise to invite him to screening of film so that he can get humorous slant on selling game as exemplified by Joe.



15 IDEAS THAT SELL THE KIDDIES

Here's a page of kid ideas for you—some of 'em new and some slightly used. Anyway, plenty of youngsters will be interested in a new Brown pic—so be sure to let 'em know . . . and there is no better way of doing it than by glancing over the ideas on this page and then putting 'em to work.

Youngsters Sell Ducats In

KIDDIES' SUPER SALESMAN CONTEST

Theme of pic is concerned with selling experiences of Alexander Botts, super salesman. This suggests a salesman stunt for kids which oughtn't to cost too much. And although we're not in the habit of advertising our press book ideas as SURE-FIRE MONEY MAKING SCHEMES, if handled properly this one has a good chance of bringing in some extra do-re-mi. Here 'tis:

ROUNDING UP ENTRANTS

You'll find the going much smoother if you get some boys' organization to work with you. Any or all of the following would prove very helpful:

1. Local Boy Scout Chapters
2. Newspaper Delivery Boys
3. Summer Boys Camp
4. DeMolay or similar organizations

The more interested, the better. Award group prizes as well as individual awards, and it might encourage the lads if you toss 'em a small percentage.

PROCEDURE

Start about a week before opening. Give each kid as many tickets as he can take and let him run wild. You might suggest that they concentrate on the following groups:

1. Family and relatives
2. Boys and girls
3. House to house selling

JUDGING THE WINNER

The lad who sells the most tickets, of course.

BALLYING THE WINNER

See if you can't get your newspaper to take a few pictures of the best kid salesman in town. Nick-name him "Alexander Botts, Jr., super-salesman", tying in character Brown portrays in "Earthworm Tractors". If newsboy cops top honors, this should be a cinch.

KID SALESMAN CONTEST



Why not conduct a "super salesman" contest from your stage? Line up kid contestants and have each one in turn talk for couple minutes about some subject—all extempore. Following the amateur hour trend, it might not be a bad idea to rehearse a couple of the kids, so you'll be sure of a few laughs. Be sure to get in plugs before and after about pic. Of course, the kid with the glib tongue gets prize. Ducats to runners-up. If you'd rather use it as a radio stunt, that's O. K., too. If there's a charity affair going on at time picture plays, you can tie up by offering ducats to young "salesman" who sells most tickets for affair.

STOOGUE AIRS BROWN YELL

Kiddie amateur hours still popular? If so, might be an idea to plant a stooge on it whose claim to fame is imitation of Brown's famous yell. Should be able to tie in "Earthworm Tractors" and your theatre—great—but this isn't necessary.

RACING TOY TRACTORS

How about a mechanical toy tractor race somewhere near the theatre? Kiddie section of newspaper might sponsor and toy stores should be willing to offer prizes.

MORNING KID MATINEE?

Don't forget that there will be a lot of kids planted in camps for the summer. They might be interested in a Saturday morning matinee, since organized camp schedules prevent their seeing it at any other time. Anyway, it's a thought . . . And idea is workable for a general kiddie matinee, since they'll probably be out of school during your showing. And if you can do a little promoting, maybe you can offer breakfast to your young guests.

KIDS FAKE TRACTORS



How about a "best dressed tractor" contest, having kids disguise their toy autos (the kind they can drive) as tractors. Let 'em parade through town to theatre where awards are to be made. Ideal for a Saturday matinee show when you'll attract more kid attention than at any other time.

KIDS' MODEL TRACTORS

How about tractor model building contest for the miniature maker enthusiasts? Prize might be awarded on basis of similarity to tractor used by Brown in picture. A few stills of same should help boys along with their models. Of course, you display entrants in your lobby, where patrons and friends can view 'em. And possibly you can choose winners by having patrons vote.

USE FAMOUS BROWN YELL

Sure, we've used it before. But have you? The Joe Brown yell is more popular than ever. A million variations on this—gag it up any way you like and see what happens.

JOE BROWN "HANDIES"



Taking advantage of a current craze, you might offer kids prizes for most original "HANDY" suggesting Joe E. Brown. If newspaper nixes, stunt can be handled from lobby with ushers handling mechanics and answering questions of the curious.

BALLYING WITH THE POST STORIES

TIE-UP WITH NEWS DEALERS

HOUSE TO HOUSE CIRCULATION

DECORATE NEWS BAGS

GET BACK COPIES OF POST

MENTION BOTTS

FREE RADIO SKETCH

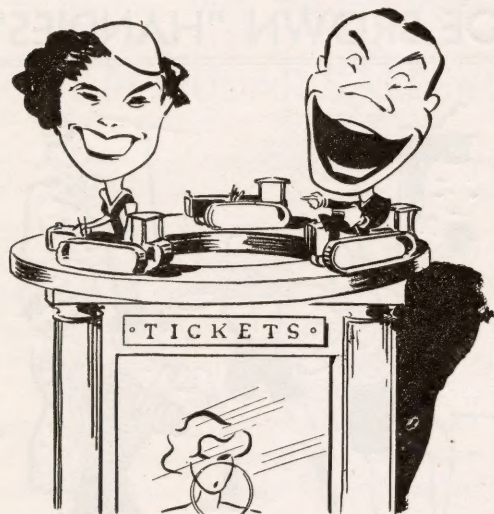
BROWN CLICHE CONTEST

(Publicity Story)

Joe E. Brown who comes to the.....Theatre
.....next in Warner Bros'. "Earthworm
Tractors" on returning from a recent vacation was
described by a friend as being "Brown as a berry!"
That started the funniest man of the screen off on
a list of the common similes which everybody
uses. Fill in the missing word in the following list
and if you are among the first twenty successful
contestants you will be presented with guest tickets
to "Earthworm Tractors". Send all entries to
Contest Editor of this paper.

1. *Busy* as a (BEE)
2. *Drunk* as a (LORD)
3. *Poor* as a (two words) (CHURCH MOUSE)
4. *Rich* as (CROESUS)
5. *Strong* as an (OX)
6. *Slippery* as an (EEL)
7. *Crazy* as a (LOON)
8. *Red* as a (BEET)
9. *Green* as (GRASS)
10. *Blue* as (INDIGO)
11. *Pretty* as a (PICTURE)
12. *Brown* as a (BERRY)
13. *Black* as . . . (3 words) (THE ACE OF SPADES)
14. *Crooked* as a . . . (2 words) (DOG'S TAIL)
15. *Dead* as a (DOORNAIL)
16. *Greedy* as a (PIG)
17. *Dark* as a (DUNGEON)
18. *Light* as a (FEATHER)
19. *Heavy* as (LEAD)
20. *Stubborn* as a (MULE)
21. *Still* as a (MOUSE)
22. *Blind* as a (BAT)
23. *Deaf* as a (POST)
24. *White* as (SNOW)
25. *Sticky* as (MOLASSES)

ANIMATED FRONT DISPLAY



BEAUTY SHOP CO-OP AD



JUNE TRAVIS, who appears opposite Joe E. Brown in the new Warner Bros. comedy hit "Earthworm Tractors", now playing at the Strand Theatre.

It's Always A Happy Ending

June Travis, lovely screen player, believes in permanent end curls for her coiffure. Pay a visit to our air-conditioned salons where our expert operators will frame this becoming hairdress to your personality.

SALON BEAUTE'

DISTRIB BUSINESS CARDS

For an inexpensive teaser throwaway, you could distribute small business cards printed locally with following copy: "**Alexander Botts, Natural-Born Salesman, now demonstrating at the Strand Theatre.**"

TEASER GAG AS WANT AD

Might be an angle to snipe teaser ad in Help or Situations wanted section of paper. Copy? "Employers—If you have had difficulty closing that big deal, your troubles are over. I, Alexander Botts, natural-born salesman can sell anything. Get in touch with me at the Strand Theatre any time this week."

YOUR AUTO CAMPAIGN



TIRE COVER is made of durable cardboard with rubberoid slip cover. In three brilliant colors. Prices: 1 to 9—45c each; 10 to 49—40c each; 50 and over—35c each. Add \$2.50 for imprinting to orders of less than 100; over 100, imprinting free.

Order tire cover from:

CLUFF FABRIC PRODUCTS
229 WEST 64th ST. NEW YORK CITY



MEET THE WORLD'S GREATEST
HIGH PRESSURE SALESMAN...

HE USES **DYNAMITE**

to break down his customers' sales resistance . . . and make
you collapse completely from laughter . . . in a show that
moved Film Daily to declare: "again Joe E. Brown crashes
through with a show that is a riot of fun. Loaded with
gags, suspense, breath-taking hazardous situations!"

JOE E. BROWN AS **ALEXANDER BOTTS** IN
"EARTHWORM TRACTORS"

They're the stories
that made millions
roar in the Satur-
day Evening Post

A First National Picture with
JUNE TRAVIS
GUY KIBBEE
Dick Foran • Carol Hughes
Gene Lockhart • Joseph
Crehan • Olin Howland
Directed by Raymond Enright

T H E A T R E

360 Lines—Mat No. 303—30c



JOE E. BROWN

THE FUNNIEST CHARACTER IN FICTION... PLAYED BY THE MOST HILARIOUS MAN ON THE SCREEN!...

He said "I'm a natural born salesman!"
They said "You're a natural born fool!"
You'll say "It's a natural born riot!"
And naturally you're coming to see **ALEXANDER BOTTS**—on the screen at last after convulsing Saturday Evening Post readers for years in those famous Wm. Hazlett Upson stories!

"EARTHWORM TRACTORS"

with
JUNE TRAVIS
GUY KIBBEE
DICK FORAN
CAROL HUGHES
GENE LOCKHART
OLIN HOWLAND
JOSEPH CREHAN
A First National Picture
Directed by Raymond Enright

as ALEXANDER BOTTS in

THEATRE AND DATE

675 Lines—Mat No. 502—50c

(FOR 4-COL. ILLUSTRATION OF THIS AD, SEE PAGE 16)



**"HI, FOLKS!!
Alexander Botts
APPROACHING!"**

Stepping right out of the uproarious
Saturday Evening Post stories...to
shake the screen with the delirious
adventures of the world's "super-
salesman" (he admits it himself)!

JOE E. BROWN in
**"EARTHWORM
TRACTORS"**

A First National Picture with
JUNE TRAVIS • GUY KIBBEE
**DICK FORAN • CAROL HUGHES • GENE
LOCKHART • OLIN HOWLAND • JOSEPH
CREHAN**
Directed by Raymond Enright

T H E A T R E

260 Lines—Mat No. 217—20c

**JOE E.
B
R
O
W
N**

**AS
ALEXANDER
BOTTS**

**Step Right Up.
LADIES AND GENTLEMEN,
and examine the screen's newest
monster of mirth! See Joe,
careening right out of the laugh-
battered pages of those famous
Saturday Evening Post stories!**

**"EARTHWORM
TRACTORS"**

A First National Picture with
JUNE TRAVIS • GUY KIBBEE
**DICK FORAN • CAROL HUGHES • GENE
LOCKHART • OLIN HOWLAND • JOSEPH
CREHAN** • Directed by Raymond Enright

T H E A T R E

216 Lines—Mat No. 216—20c

A NATURAL-BORN HIT

... About that natural-born
salesman, Alexander Botts,
the man who made tractor-
selling a pain-in-the-neck to
his prospects, and the laugh-
of-the-decade to the readers
of the Saturday Evening Post!

JOE E. BROWN
as **ALEXANDER BOTTS** in
**"EARTHWORM
TRACTORS"**

with **JUNE TRAVIS • GUY KIBBEE**
Hughes • Gene Lockhart • A First Nat'l Picture • Directed by Raymond Enright

**T H E A T R E
AND DATE**

124 Lines—Mat No. 219—20c



To The Millions Who Have Said "He Ought To Be In Pictures,"—We Say **HERE HE IS!**
That Natural Born Salesman, **ALEXANDER BOTTS!**
Hero of Wm. Hazlett Upson's famed Saturday Evening Post classics—now on the screen as the funniest of Joe E.'s comedies! Don't miss—

JOE E. Brown in
"EARTHWORM TRACTORS"
with
JUNE TRAVIS
GUY KIBBEE
DICK FORAN • CAROL HUGHES
GENE LOCKHART • OLIN HOWLAND • JOSEPH CREHAN
A First National Picture • Directed by Raymond Enright

T H E A T R E

219 Lines—Mat No. 302—30c

HIT THE HIGH SPOTS WITH BOTTS!
He Moves Mountains With Mirth!
And Stops Traffic With Thrills!
Roar at Joe as the self-styled "super-salesman" millions have screamed at in the Saturday Evening Post! See him knocked for a loop by the most convulsing series of madcap mishaps that ever happened to a hapless hero!

JOE E. BROWN
as **ALEXANDER BOTTS** in
"EARTHWORM TRACTORS"
with
JUNE TRAVIS
GUY KIBBEE
Dick Foran • Carol Hughes
Gene Lockhart • Joseph Crehan • Olin Howland
A First Nat'l Picture • Directed by Raymond Enright

T H E A T R E

270 Lines—Mat No. 301—30c

HE'S HERE!
The Hilarious Hero of Those Famous Saturday Evening Post Stories!
JOE E. BROWN
as **ALEXANDER BOTTS**
that demon salesman who raises the devil in
"EARTHWORM TRACTORS"
with **JUNE TRAVIS • GUY KIBBEE**
Dick Foran
Carol Hughes
Gene Lockhart
A First National Picture
Directed by Raymond Enright

T H E A T R E

87 Lines—Mat No. 115—10c

(FOR 4-COL. ILLUSTRATION OF THIS AD, SEE PAGE 17)



BROWN AS BOTTS HAS THE TOWN IN KNOTS!

He's been running riot in The Saturday Evening Post for ten long years! Now see him running through swamps, climbing up mountains, and mowing down houses...to make his gal break down and say "yes"...and make you speak up and yell "more"!

JOE E. BROWN as ALEXANDER BOTTS in
"EARTHWORM TRACTORS"
 with
JUNE TRAVIS
GUY KIBBEE

Dick Foran
 Carol Hughes
 Gene Lockhart
 Olin Howland
 Joseph Crehan
 Directed by Raymond Enright
 A First National Picture

T H E A T R E

164 Lines—Mat No. 218—20c

Come On, You Millions Who Met BOTTS In The "Post"....

JOE E. BROWN
 as Alexander Botts in

Now let him sell you a scream a second on the screen! Yessir, it's none other than the hilarious hero of those celebrated Saturday Evening Post stories—the dumbbell salesman with the super-ego...who sold a bill of goods to the wrong customer...and a marriage license to the wrong girl!

"EARTHWORM TRACTORS"
 with **JUNE TRAVIS**
GUY KIBBEE

Also
 DICK FORAN
 GENE LOCKHART
 CAROL HUGHES
 OLIN HOWLAND
 JOSEPH CREHAN
 A First National Picture
 Directed by
 Raymond Enright

T H E A T R E

186 Lines—Mat No. 213—20c

HURRY, FOLKS! THOSE WORLD-FAMOUS SATURDAY EVENING POST STORIES ARE ON THE SCREEN AT LAST!

JOE E. BROWN
 as that natural-born salesman
 ALEXANDER BOTTS in
"EARTHWORM TRACTORS"
 with
JUNE TRAVIS
GUY KIBBEE
 DICK FORAN • CAROL HUGHES • GENE LOCKHART
 Directed by Raymond Enright
 A First National Picture

T H E A T R E

85 Lines—Mat No. 114—10c

Those Famous Saturday Evening Post Stories
 Now On the Screen!

T H E A T R E

JOE E. BROWN
 as ALEXANDER BOTTS in

"EARTHWORM TRACTORS"
 with **JUNE TRAVIS** • **GUY KIBBEE** • Dick Foran
 Carol Hughes • Gene Lockhart • Joseph Crehan • Olin Howland
 A First National Picture • Directed by Raymond Enright

112 Lines—Mat No. 214—20c



JOE E. BROWN

THE FUNNIEST CHARACTER IN FICTION... PLAYED BY THE MOST HILARIOUS MAN ON THE SCREEN!...

He said "I'm a natural born salesman!"
They said "You're a natural born fool!"
You'll say "It's a natural born riot!"
And naturally you're coming to see **ALEXANDER BOTTS**—on the screen at last after convulsing Saturday Evening Post readers for years in those famous Wm. Hazlett Upson stories!

"EARTHWORM TRACTORS"

with **JUNE TRAVIS**
GUY KIBBEE
DICK FORAN
CAROL HUGHES
GENE LOCKHART
OLIN HOWLAND
JOSEPH CREHAN
A First National Picture
Directed by Raymond Enright

as **ALEXANDER BOTTS** in

THEATRE AND DATE

420 Lines—Mat No. 401—40c

(FOR 5-COL. ILLUSTRATION OF THIS AD, SEE PAGE 12)

JOE E. BROWN

WE'LL TELL THE WORLD HE'LL SELL THE WORLD!

Super-salesman Alexander Botts, fresh from Wm. Hazlett Upson's famous Saturday Evening Post stories and done up Brown by the screen's most comical laff-star!

"EARTHWORM TRACTORS"

as **ALEXANDER BOTTS** in

A First National Picture with
JUNE TRAVIS
GUY KIBBEE
Dick Foran • Carol Hughes • Gene Lockhart • Joseph Crehan • Olin Howland
Directed by Raymond Enright

T H E A T R E

140 Lines—Mat No. 215—20c

BROWN AS BOTTS HAS THE TOWN IN KNOTS!
Alexander Botts—on the screen at last after convulsing Saturday Evening Post readers for years in those Wm. Hazlett Upson stories!

JOE E. Brown in
"EARTHWORM TRACTORS"

A First National Picture with
JUNE TRAVIS • GUY KIBBEE
Dick Foran • Carol Hughes • Gene Lockhart • Directed by Raymond Enright

56 Lines—Mat No. 220—20c

Super-salesman Alexander Botts, fresh from Wm. Hazlett Upson's famous Saturday Evening Post stories done up Brown by the screen's most comical laff-star!

JOE E. BROWN
as **ALEXANDER BOTTS** in

"EARTHWORM TRACTORS"

A First National Picture with
JUNE TRAVIS
GUY KIBBEE
Dick Foran • Carol Hughes • Gene Lockhart • Olin Howland • Joseph Crehan • Directed by Raymond Enright

54 Lines—Mat No. 221—20c



HIT THE HIGH SPOTS WITH BOTTS!
He Moves Mountains With Mirth!
And Stops Traffic With Thrills!
Roar at Joe as the self-styled "super-salesman" millions have screamed at in the Saturday Evening Post! See him knocked for a loop by the most convulsing series of madcap mishaps that ever happened to a hapless hero!

JOE E. BROWN
as **ALEXANDER BOTTS** in

"EARTHWORM TRACTORS"

with
JUNE TRAVIS
GUY KIBBEE
Dick Foran • Carol Hughes
Gene Lockhart • Joseph Crehan • Olin Howland
A First Nat'l Picture • Directed by Raymond Enright

T H E A T R E

476 Lines—Mat No. 402—40c

(FOR 3-COL. ILLUSTRATION OF THIS AD, SEE PAGE 14)

You'll say "It's a natural born hit!"

JOE E. BROWN
as that natural-born salesman **ALEXANDER BOTTS** in
"EARTHWORM TRACTORS"
with **JUNETRAVIS • GUY KIBBEE**
Dick Foran • Carol Hughes • Gene Lockhart
A First National Picture • Directed by Raymond Enright

14 Lines—Mat No. 116—10c

HIT THE HIGH SPOTS WITH BOTTS!

JOE E. BROWN as **ALEXANDER BOTTS** in
"EARTHWORM TRACTORS"
with **JUNE TRAVIS**
GUY KIBBEE
Dick Foran
Carol Hughes
Gene Lockhart
Directed by Raymond Enright
A First National Picture

28 Lines—Mat No. 117—10c

JOE E. BROWN
as **Alexander Botts** in

... Those Famous Saturday Evening Post Stories Now On the Screen!

"EARTHWORM TRACTORS"
with **JUNE TRAVIS**
GUY KIBBEE
Also **DICK FORAN**
GENE LOCKHART
CAROL HUGHES
OLIN HOWLAND
JOSEPH CREHAN
A First Nat'l Picture
Directed by Raymond Enright

T H E A T R E

40 Lines—Mat No. 118—10c



ART WORK AVAILABLE AS STILLS

We figured you could probably make use of the humorous art illustrations which were used in the ads, so we've made five of them available in stills form. You can use 'em as is or blown up for lobby displays. You'll probably find use for them in heralds and programs, too. They're priced at 10c each; available from Campaign Plan Editor, 321 West 44th Street, N. Y. C.



ET. 404



ET. 400



ET. 401



ET. 403



ET. 402



EARTHWORM TRACTORS

PUBLICITY

(Lead Off Story)

Joe E. Brown Is Coming To Strand In Riotous Film

Millions have read of the hilarious exploits of Alexander Botts, the whimsical and egotistical tractor salesman and comedy hero of the famous series of stories, "Earthworm Tractors", written by William Hazlett Upson for the Saturday Evening Post.

Now Alexander Botts has been brought to life on the screen in the First National comedy, "Earthworm Tractors", which is scheduled as the feature attraction at the.....Theatre on..... Botts, on the screen, is no other than the famous wide mouthed comedian Joe E. Brown.

Joe is supported by a notable cast. He has two leading ladies, June Travis and Carol Hughes, and such talented players as Guy Kibbee, Dick Foran, Gene Lockhart, Olin Howland, Joseph Crehan, Sara Edwards, Charles Wilson, William Davidson, Irving Bacon and Stuart Holmes.

As Botts, Joe E. is in love with a small town girl, but she and her family frown on his suit because he is merely selling gadgets. Disheartened, he finally picks out the biggest thing he can think of to sell, tractors. Knowing nothing about tractors, he writes the Earthworm Company asking for a job and stating that he knows the machine so well he could build it himself.

He is sent to a small town as mechanical assistant to the salesman there. The salesman drinks some of Joe's shoe polish by mistake and passes out, so Joe takes over the sales end. He makes so many colossal blunders he is fired by wire, but by a strange twist of fate a big order is sent in for tractors and Joe is reinstated.

While in the small town he and the daughter of one of his prospects fall in love with each other, but Joe goes back to marry his sweetheart. He finds her already married, and returns but stupidly tells the second about the first girl and is spurned again.

Carol Hughes plays the part of Joe's first girl, and June Travis is the second and greater love of Joe's, who gives him the go-bye when she finds out about Carol. Dick Foran has the role of Joe's rival.

Joe gets into every kind of difficulty, through his mistakes. However, he tackles the toughest prospect in the district, a cantankerous and deaf old man and father of the girl who has just spurned him.

Through another monumental blunder he drives his prospect over a road that is being dynamited. Both are nearly killed and so is the daughter who has followed them in her car to get Joe to turn back. Again fate comes to Joe's aid and he rescues his lady love from a pile of debris where she has been hurled by a dynamite blast. The detonations cure the deafness of his prospect and in a smashing climax of riotous nature, Joe becomes the hero of the old man and his daughter, who promises to wed him, while the father puts in an order for many of the Earthworm tractors.

Guy Kibbee has the role of the cantankerous prospect who consents to become Joe's father-in-law, while Olin Howland is the father of Joe's first love.

Gene Lockhart plays the part of a rival tractor salesman, Joseph Crehan the part of salesman-manager of Earthworm Tractors with Charles Wilson in the role of the owner of the company. Raymond Enright directed the comedy from the screen play by Richard Macauley, Joe Traub and Hugh Cummings.

One of the side-splitting highlights in the picture is reported to be the sequence where Brown arrives in Chicago to find his sweetheart. All he knows is that she is staying with relatives named Johnsons. He enters a telephone-booth and with a directory in one hand begins calling all the Chicago Johnsons. The scene ends with a surprising climax.

Joe E. Brown Now At Strand



Yessir, it's "Earthworm Tractors", First National's comedy-riot about the hilarious hero of the Saturday Evening Post stories who sold a bill of goods to the wrong customer and a marriage license to the wrong girl. In this case it's lovely June Travis. Mat No. 203—20c

(Prepared Review)

Joe E. Brown Has Laugh Hit In "Earthworm Tractors"

New Film Is Best Vehicle Comedy In Which Star Has Appeared In Some Time

Never has Joe E. Brown been funnier personally than in his latest First National comedy, "Earthworm Tractors", which was shown at the.....Theatre yesterday for the first time locally. Nor has he ever had a more hilarious vehicle in which to display his comic antics than in this picture which is taken from the series of comedy stories written for the Saturday Evening Post by William Hazlett Upson.

Probably no other comedian of stage or screen could have come so close to being the personification of Alexander Botts, natural born super-salesman, in his own mind, whose luck is so phenomenal that even his consistent and colossal blunders turn out to his advantage.

Joe E. makes Alexander Botts, one of the most comical heroes of fiction, live and breathe on the screen as Joe has lost none of his vim and pep as the greatest fun maker of the time.

Joe E.'s two leading women merit special comment. They are June Travis and Carol Hughes, both of the brunette beauty type. The latter ditches him and marries his rival the minute Joe leaves town, much to her regret when Joe eventually makes good, while her husband turns out to be just a false alarm. The former also turns up her nose at Joe when she hears of the first love episode. But Joe finally gets his gal through another series of hilarious blunders.

Both girls show remarkable talent in their roles, in this picture, although neither have had a long screen experience. Miss Travis went directly into pictures at First National after a screen test. Miss Hughes, however, had been doing a singing and dancing act on the stage when picked up by First National scouts.

There is a talented supporting cast with Guy Kibbee giving a hilarious performance as a cantankerous and partially deaf old man to whom Joe tries for long in vain to sell tractors.

Dick Foran is excellent in his role as the successful rival of Joe in love, playing his part straight and acting as a foil to Joe's antics. Gene Lockhart, the famous stage comedian, gives a good account of himself as the rival salesman of Joe E. in the tractor field, as also does Olin Howard as the

Here's The Girl



It's June Travis, featured in "Earthworm Tractors", First National's laugh-riot at the.....Theatre, starring Joe E. Brown, the world's greatest salesman—he admits it himself—as the hero of the celebrated Saturday Evening Post stories whose antics convulsed a nation. Mat No. 102—10c

father of Joe's first love.

Others worthy of special mention include Joseph Crehan, Sara Edwards, Charles Wilson, William Davidson, Irving Bacon and Stuart Holmes.

Raymond Enright, who has guided Joe E. through many a comedy, has done an exceptionally fine piece of direction in this film.

(Opening Day Story)

Joe E. Brown At Strand Today In New Laugh Film

Joe E. Brown comes to the.....Theatre today in "Earthworm Tractors", a First National production that is said to be his most hilarious comedy to date.

The picture is based on a series of stories written by William Hazlett Upson and which appeared in the Saturday Evening Post. Joe brings to life on the screen the hero of these comedies, that blundering, and in his own egotistical estimation, natural born super-salesman, Alexander Botts, who somehow always wins out in the end despite his egregious mistakes.

Joe has two leading women in the picture, one whom he loses to a rival when he leaves town and the other whom he finds is quite unwilling to play second fiddle when he stupidly tells her he would have married the first girl only he discovered that she already had become a bride.

The first love is played by Carol Hughes and the second by June Travis, whose love he finally regains by a series of mistakes in which he almost causes her death and then, playing the conquering hero, rescues her from a dynamite trap into which he had led her.

Not only does he win her back, but in a hilarious climax to the story, he sells her cantankerous father a flock of tractors.

Others in the large and talented cast include Guy Kibbee, Joe's father-in-law to be; Olin Howland, father of his first love who lived to regret he had forbidden his daughter's marriage to Joe; Dick Foran, Joe's rival for his love; Joseph Crehan, Sara Edwards, Charles Wilson, William Davidson, Irving Bacon and Stuart Holmes.

Raymond Enright directed the comedy from the screen play by Richard Macauley, Joe Traub and Hugh Cummings.

Actresses Say Careers Aided By Joe E. Brown

Now there's another promising young film actress already to swear that Joe E. Brown is the best professional mentor in Hollywood.

It's June Travis, currently playing opposite Brown in "Earthworm Tractors", the First National comedy now showing at the.....Theatre. Others are: Olivia de Havilland, Jean Muir, Beverly Roberts and Maxine Doyle, each of whom came into the limelight through initial films with Brown.

Miss Travis had already clicked in a big way in her first picture, "Ceiling Zero". But she feels her experience in "Earthworm Tractors" with Brown has proved more helpful to her, thanks to the comedy star's sympathetic and untiring efforts to help her.

"He taught me tremendously valuable things. I'd never dreamed about timing, for both comedy and serious scenes," June avers. "And line reading. And romantic scenes. And audience psychology, interpretation of situations, characterization, and many other things."

"It seems to me that Mr. Brown has a wonderful gift for expressing himself on these subjects, giving hints at exactly the right time, and showing a greenie like myself exactly what he means. I'm deeply grateful to him."

Miss Muir appeared with Joe E. in "Son of a Sailor". Miss de Havilland in "Alibi Ike", Miss Roberts in "Sons O' Guns".

"Earthworm Tractors" is a screamingly funny comedy based on the stories by William Hazlett Upson. Besides Joe E. Brown and Miss Travis, the cast includes Dick Foran, Carol Hughes, Gene Lockhart and Olin Howland. Raymond Enright directed the picture from the screen play by Richard Macauley, Joe Traub and Hugh Cummings.

Salesman



Hit the mirthful highspots with Alexander Botts, hero of the famous Saturday Evening Post stories, and played by Joe E. Brown, in "Earthworm Tractors", First National's laugh-crammed story now at the.....Theatre. Mat No. 101—10c

Guy Kibbee Says Joe E. Brown Is A Bit Too Funny

Practical jokes on movie sets have always been of the hardy variety, but Guy Kibbee thinks chasing people around with tractors is going a bit too far.

Unless you're acquainted with small, lively tractors which can turn on a dime, and also with the players Joe E. Brown and Director Raymond Enright assembled for the filming of the First National picture, "Earthworm Tractors", which comes to the.....Theatre on....., you can't fully appreciate Guy's qualms.

Joe himself isn't averse to bronco-busting a tractor around and chasing you with it. Another stunt, according to Guy, is to bury a thin rope just under the surface of the ground.

One end connects with your folding canvas chair, in which you sit comfortably waiting for your turn to act, or perhaps catching a wink or two of sleep. The other goes to a baby tractor some distance behind you.

When the tractor starts suddenly for somewhere else, your chair goes with it and you sit suddenly on the earth.

"Earthworm Tractors" is a rollicking comedy romance based on the famous stories by William Hazlett Upson. Besides Joe E. Brown and Kibbee, the cast includes June Travis, Dick Foran, Carol Hughes, Gene Lockhart, Olin Howland and Joseph Crehan.

Frogs Refuse To Croak For Movie

A movie property man can put frogs in a synthetic swamp, but a film director can't make them croak.

Director Raymond Enright discovered this when he was making a scene for Joe E. Brown's latest First National comedy, "Earthworm Tractor", which comes to the.....Theatre on.....

"I said," Enright told the prop man wittingly, "that I wanted frogs and lots of them. And what do I hear? One single frog."

"I put four dozen in there yesterday," said Props. "And, boy, did they holler last night."

"But you are directing the picture," he added. "You tell 'em to croak."

Joe E. Brown's Squeak Is Joy Of 10,000,000 Kids

Characteristic mannerisms are a part and parcel of every movie stars bag o' tricks. They are so well established in the public mind they might almost be copyrighted.

Joe E. Brown, now starring in "Earthworm Tractors", the First National picture, which comes to the.....Theatre on....., wouldn't be Joey to ten million kids if he didn't, sometime during each picture he makes, stretch that cavernous mouth to its widest extent and emit a few words in the weakest possible audible squeak.

This characteristic gesture was invented deliberately by Brown during one of his early New York shows. He had a small part and the lines that preceeded his, spoken by other, better known comedians, usually got such a laugh that his words were not heard by the audience.

He found then that by opening his mouth very wide and holding it open for a few seconds, the audience quieted down to see what on earth was coming out of that great void.

The first time he tried it he waited so long that his voice, when he did speak, broke into a high treble. The audience roared, and a new comedy star was born.

"Earthworm Tractors" is Joe E. Brown's latest roaring comedy based on the stories by William Hazlett Upson. Others in the cast include June Travis, Guy Kibbee, Dick Foran, Carol Hughes, Gene Lockhart, Olin Howland and Joseph Crehan.

Raymond Enright directed the picture from the screen play by Richard Macauley, Joe Traub and Hugh Cummings.

Joe E. Brown Is Dunked In Mud Of Film Swamp

Joe E. Brown who comes to the.....Theatre on..... in "Earthworm Tractors", got dunked in the muddy waters of a swamp during the production of the film. And the First National comedy star isn't sure, but he has a sneaking notion that Guy Kibbee may have had something to do with it.

Joe admits that his suspicion of the corpulent Kibbee is based on his general knowledge of human nature and a natural desire for revenge.

"The reason I think Guy caused me to fall into the mud," grinned Joe, "is that several days ago, while I was driving the big 'Earthworm Tractor', I gave Kibbee the scare of his life."

Kibbee denies that he jarred the plank on which Brown was standing when he took the swamp tumble. He denies it, members of the "Earthworm Tractors" company point out, but he continues to grin.

Brown took his muddy tumble on location at "Gopher Flats" on the ranch just across the river from the First National studio. And when he fell, eye-witnesses said, he let out a Joe E. Brown yell that was mighty genuine.

Hurriedly furnished with facilities for a shower bath of a crude type, and given a complete change of wardrobe, the comedy star, within an hour after the "accident" was serenely doing his stuff over the muddy swamp.

But—he was keeping, it was noted, a wary eye on Guy Kibbee.

"Earthworm Tractors" is a screamingly funny comedy based on the stories by William Hazlett Upson. Besides Joe E. Brown and Kibbee, the cast includes June Travis, Dick Foran, Carol Hughes, Gene Lockhart and Olin Howland.

Raymond Enright directed the picture from the screen play by Richard Macauley, Joe Traub and Hugh Cummings.

Alexander Botts Calling...



The man who made millions of readers roar with laughter in the famous Saturday Evening Post Stories is now on the screen played by filmdom's king of clowns, Joe E. Brown. It's First National's mirthful comedy, "Earthworm Tractors" coming to the.....Theatre next.....with a huge comedy cast featuring June Travis as Joe E.'s leading lady. Mat No. 212—20c

Joe E. Brown's Rival Film Sweeties Look Like Twins

Feminine Leads In "Earthworm Tractors" Similar In Appearance

For the first time in recent movie history, the rival sweethearts of a film hero are so nearly identical in appearance that one might easily be mistaken for the other. They could almost be twins.

The picture in which they appear is Joe E. Brown's latest First National comedy, "Earthworm Tractors", which comes to the.....Theatre on..... The girls are June Travis and Carol Hughes.

Brown, as the demon salesman Alexander Botts of the William Hazlett Upson stories on which "Earthworm Tractors" is based, starts the picture engaged to Miss Hughes.

He finishes it about to be married to Miss Travis.

June has dark hair, bluish green eyes; is five feet four, and weighs 116 pounds.

Carol has dark hair, bluish green eyes; is five feet four, and weighs 114 pounds.

The resemblance between the girls is even closer, in some respects, than these statistics indicate. They are both athletic, healthy outdoor girls, very feminine but far from the old-fashioned hot-house variety of womanly flower.

And the resemblance between them doesn't figure in the picture. There is no trick in the script by which one is supposed to be mistaken for the other, or anything which calls for the similarity. Director Raymond Enright could just as well have chosen a blonde for one part or the other.

"But I didn't," Enright explains, "because I believe in this instance Joe E. Brown's characterization logically motivates his falling for a girl of a type similar

June Travis Beats Joe E. In Tractor Driving Race

Film Players Gape As "Earthworm Tractors" Stars Race On Boulevard

June Travis had to learn to drive a regulation sized tractor while enacting the leading feminine role in Joe E. Brown's latest First National Picture, "Earthworm Tractors", which comes to the.....Theatre on..... June pitched right in and learned the intricate mechanism in no time at all. During her short lifetime she has come to expect the unusual as a natural course of events.

During the past ten years the young actress has been forced to become a jack of all trades in several professions. Unlike the average person who has had to learn a lot of different things, June has learned them all well. After the new picture had been in production for three weeks at the First National studio, June could handle a heavy tractor as well as an experienced farmhand.

The explanation is simple. Miss Travis is one of those thorough persons who is determined to make a success out of anything she undertakes. June didn't step into the tractor seat unprepared on the occasion of the first day's shooting. She spent several days previously on the ranch of Arthur Todd, the photographer, finding out how the wheels go around in the tractor world.

Very few young ladies in a like position would have done this, but as said before, June is a very determined young lady.

The actress developed her thoroughness in a Chicago preparatory school. Here she shone in class athletic activities for the simple reason that she spent after school hours in strenuous practice.

Today, in Hollywood, she is one of the foremost Badminton players. June excels in this popular film colony sport because she trained herself for it—trained, in fact, with the Pacific Coast champion. It's her way of doing things.

To cite some of the young lady's accomplishments which are a little removed from the feminine line of activities; she can fly and operate a glider; run a printing press; navigate a pretty good-sized yacht; and mix and pour cement. She learned this last accomplishment while helping a friend build a swimming pool.

June became so enthusiastic about tractor operations during the filming of the picture that she made the studio property department a cash offer for one of the machines used in the film. She then challenged Joe E. Brown to a race down Hollywood Boulevard, an event that astonished the most blasé members of the film colony. June won the race by a nose, or rather by a hood.

In New Film

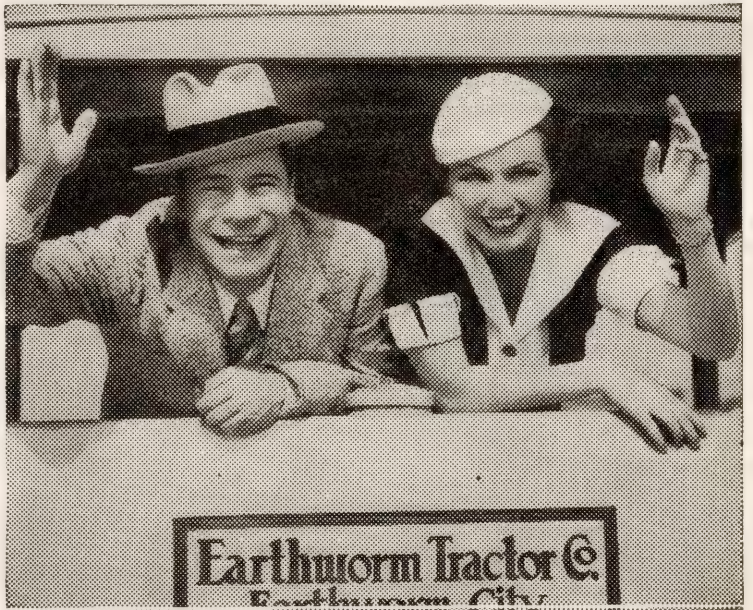


Dick Foran and Carol Hughes have important roles in First National's "Earthworm Tractors", starring Joe E. Brown as the hero of William Hazlett Upson's famed Saturday Evening Post stories about Alexander Botts. The film is at the.....Theatre. Mat No. 106—10c

Draws Many Athletes

Admittedly one of the most ardent sport fans of all Screenland, Joe E. Brown, star of "Earthworm Tractors", the First-National picture now at the.....Theatre, constantly proves a magnet for famous folk of the sport world.

Greetings, Folks!



Yeah—he's back! Joe E. Brown, as Alexander Botts, world's greatest salesman! The guy who used dynamite to break down his customers' resistance! The screen's funniest man comes to the.....Theatre in First National's "Earthworm Tractors" with June Travis and a comedy cast including Guy Kibbee, Dick Foran, and Carol Hughes. Mat No. 208—20c



Joe Brown Is Dr. Jekyll And Mr. Hyde of Movies

Star Comedian In "Earthworm Tractors" Is
Different Person Off Screen

It's funny no one seems to know, or at least care to acknowledge the fact that Joe E. Brown is a real Jekyll-and-Hyde of the movie lots. This is no brickbat aimed at Joe's round but well-filled head. It is an attempt to straighten out an apparent misunderstanding of the First National star's character.

The buffoon idea he implants on one's mind in pictures seems to have created such a strong impression that the real-life side of him is totally overlooked. Interview him casually on a movie set, and his trade-marked face, his humorous expression may cheat you into thinking you have seen something like the real Joe E. Brown on the screen.

The facts are these: Brown has a self-supplied education that would amaze you. Specialists in various branches of education have visited him, and because Brown knew they were specialists he drew them into conversation on topics they understood best. His shrewd queries revealed what he knows of such things as literature, science, history, biography, politics, and the background of art.

Otto Klemperer is an idol of his, because Brown loves fine music and understands it. In his dressing room, along with autographed photos of circus, vaudeville, baseball and movie celebrities, are some good etchings. In his home are some excellent paintings Joe selected himself.

He is a shrewd business man, with a diversity of interests. He took an unsuccessful Hollywood apartment building, redecorated it, changed the advertising campaign and plan of service, and made it a success. About the only thing he has touched which is not fully on the credit side of the ledger is his stable of racing horses, and Joe considers that expense for entertainment.

No director ever complained about Brown's habit of helping direct his pictures. A director appreciates help as much as any other mortal, if it's good help. But the closest working arrangement of this sort is between Joe and his friend, Raymond Enright who directed his latest film, "Earthworm Tractors", now showing at the Theatre. The two consult over everything. If Joe failed to volunteer a suggestion Enright asked for it.

The result is one of the best pictures Brown has made.

Brown is no intolerant moralist. He keeps a bar in his home and at his dressing room; invites any and all guests to drink. But he doesn't touch a drop himself. Nor does he smoke, or over-eat.

This is purely to keep himself in good condition and avoid the human shipwrecks he has seen during his long career in the show business. That career started at the age of nine, when he ran away from home to join a circus.

That career, also, is studded with "smart" decisions. His success is one of the least "lucky" and haphazard the screen can show. He had a shrewd reason for everything he has done to forward his career. An excellent executive, he knows how to delegate authority, and pick the men and women working with him for their abilities in special lines.

Perhaps most significant of all is what certain young actresses say of him. Jean Muir, Olivia de Havilland, June Travis, Beverly Roberts and others who appeared in his pictures at the beginning of their film careers still go to Brown when they want professional advice.

"Earthworm Tractors" is Joe E. Brown's latest roaring comedy based on the stories by William Hazlett Upson.

Others in the cast include June Travis, Guy Kibbee, Dick Foran, Carol Hughes, Gene Lockhart, Olin Howland and Joseph Crehan. The screen play is by Richard Macauley, Joe Traub and Hugh Cummings.

Guy Kibbee To Breed Warm Water Trout

Warm-water trout, which thrive in lowland lakes can be developed, in the opinion of Guy Kibbee, who has the role of a nervous hypochondriac in the Joe E. Brown First National comedy, "Earthworm Tractors", now showing at the Theatre. He admitted that he's already started preliminary steps toward the creation of such a trout breed.

The plump comedian is not only an expert fisherman, but an ichthyologist.

Oh You Lucky Man



Joe E. Brown, America's favorite comedian, is now starring at the Theatre in First National's "Earthworm Tractors", the rib-tickling story about a dumbbell salesman whose madcap mishaps form one of the funniest Brown pictures in years. June Travis has the role of the leading lady and others in the cast include Guy Kibbee, Dick Foran and Carol Hughes.

Mat No. 204-20c

Tractor Rears Up And Threatens Joe E. Brown

Ever have a tractor rear up and fall over backward on you?

Figuratively, Joe E. Brown did. That Joe is still alive to tell the story is due to his friend and director, Raymond Enright. It was for a scene of the comedian's current First National film, "Earthworm Tractors", now showing at the Theatre. The scene was made on the site of a motorcycle hill-climb course.

Brown, as the demon salesman Alexander Botts of the William Hazlett Upson stories, was to demonstrate the climbing ability of a tractor. By moving the course up the hillside to the left of the regular hill-climb track, increasing degrees of steepness could be secured right up to the top, a sheer cliff.

"We'll have it as steep as the tractor will climb without falling over backward, and test it first by setting the empty tractor going up the hill with an automatic ignition cut-off on it," Enright declared. "That way we won't risk anyone's neck determining the greatest grade we can safely use."

The plan worked, and Joe got in the driver's seat, and sent the web-driven machine churning up the slope. But it was decided to make another scene in which the tractor would travel faster.

"Hold on!" cried Enright, as Joe was about to shove off. "Try it empty again first. I think if you go faster up there it'll fall over backward!"

They tried it empty and sure enough, over it went.

"Earthworm Tractors" is Joe E. Brown's latest comedy. Others in the cast include June Travis, Guy Kibbee, Dick Foran, Carol Hughes, Gene Lockhart and Olin Howland. The screen play is by Richard Macauley, Joe Traub and Hugh Cummings.

Cowboy Foran Taught To Ride By Joe E. Brown

Dick Foran, First National's "Singing Cowboy" and hero of the studio's new series of western feature pictures, was taught how to ride by Joe E. Brown.

But it wasn't a horse. Dick knows about horses. It was a novelty mechanical bicycle. Joe E. Brown knows about machines. When rough-riding Foran essayed to ride the so-called "rhythm bike" and it threw him, Brown stepped into the role of instructor.

The trick cycle, which has no pedals and is operated on an eccentric wheel principle, is one of the major comedy properties in the new comedy, "Earthworm Tractors", which comes to the Theatre on..... Joe, at the picture's start, is shown as being a devotee of the bouncing wheel.

Later, by contrast, he sells and operates a huge ten ton Earthworm track-laying machine.

The picture is a riotous comedy based on the stories of William Hazlett Upson. Besides Joe E. Brown and Foran, the cast includes June Travis, Guy Kibbee, Carol Hughes, Gene Lockhart, Olin Howland and Joseph Crehan. Raymond Enright directed.

Joe E. Brown Finds Way To Reduce

During the filming of his latest First National comedy, "Earthworm Tractors", which comes to the Theatre on..... Joe E. Brown spent two full days in a standard sized telephone booth for the making of several long phone conversations.

Joe lost two and a half pounds during the two days of being cooped up in the booth under the glare of the strong studio lights.

Kibbee Tries To Start Sport Of Tractor Driving

Playing in the First National picture, "Earthworm Tractors", now showing at the Theatre, gave Guy Kibbee an idea. He bought one of the things for his "estate" in San Fernando Valley.

The presence of a tractor salesman on the lot may have had something to do with it. At any rate, Mr. Kibbee, whose ambition is to become a "gentleman farmer", purchased a tractor to pull stumps out of the ground and drag boulders up hillsides.

The trouble is that Kibbee has no stumps to pull nor boulders to drag. So he found himself hard put to find a use for the tractor. He had an addition built on his garage to house it. The book of instructions he studies diligently.

But so far he has had to amuse himself by driving the tread-mill like contraption up and down the street in front of his house. He wants to show it off to his neighbors.

"I wish some of my friends would get tractors," he said wistfully. "It might be a good game to hook them together and see which one can outpull. It might be quite a sport."

"Earthworm Tractors" is a screamingly funny comedy based on the stories by William Hazlett Upson. Besides Kibbee the cast includes Joe E. Brown, the star, June Travis, Dick Foran, Carol Hughes, Gene Lockhart and Olin Howland. Raymond Enright directed the picture from the screen play by Richard Macauley, Joe Traub and Hugh Cummings.

Here He Is



Step right up, folks and meet Joe E. Brown, the world's greatest high-pressure salesman who sold a bill of goods to the wrong customer and a marriage license to the wrong girl. It's First National's laugh-careening comedy, "Earthworm Tractors" now at the Theatre. Mat No. 107-10c

Joe E. Brown Easy Mark For Fast Talking Salesmen

Star of "Earthworm Tractors" Just Can't Say
No To Them

By Joe E. Brown
(star of the First National comedy, "Earthworm Tractors", which comes to the Theatre on.....)

They've made a salesman out of me in my latest picture at the First National studio. It's called "Earthworm Tractors". I'm supposed to be one of those guys who could sell electric heating pads to natives of the tropics. They've certainly put me right in character this time; for I'm the man who could do it.

This is no idle boast on my part. During the past ten or fifteen years I've learned more about high pressure salesmanship

than the average man who has forgotten to put a salesman-proof lock on his front door. I didn't have to go to a school to gather this knowledge. I learned it from the boys who sell the stuff.

I don't know why salesmen regard me as the perfect specimen of a man sadly lacking in that quality which business men call "sales resistance." They do, though, and I have gone through life buying things I didn't need with money I didn't have, to store away in closets packed with other similar things I didn't want.

My home out here looks like a section of the British Museum, and I usually have to move every year or so in order to lose some of the things which have cluttered up the house. We have to lose the stuff. It couldn't be given away.

Take, for instance, a gadget I have which takes up all the space in a spare room which is badly needed for other purposes. It was sold to me by a young man with the perseverance of a beaver and a hat that was three sizes too big for him. I think I finally bought the thing on account of the hat. I wanted to see him take it off when he came into the house.

Anyway, the boy started off by saying he wanted to sell me a grand piano. I told him I had one that another man had sold me the week before.

He immediately became suspicious.

"Did it have an adjustable wheel base with radio attachment?" he asked.

"No, but it did have a convertible wash stand with comfortable space for three cakes of soap," I

answered. I thought I had him there.

"I thought so," he cried in a delighted manner. "He sold you a 1934 model. It probably didn't even have the knee-action keyboard."

I admitted sadly that it didn't.

"Well," he answered as he pulled out his order blank. "This one has. It's also got streamlined legs and plays forty-six records without stopping. The records are extra. How many do you want?"

"I don't want any," I answered meekly.

He could see I was weakening.

"Well, I'll throw in the records," he replied. "Now, if you'll just sign your name on this line I'll have it sent around tomorrow. You can make the down payment now."

Good old Brown. The salesman's friend!

Other men have found me just as easy a mark. There was the young man who sold me a genuine rhino skin sleeping bag to use when I went to Africa to hunt lions.

"But I'm not going to Africa," I said, "and I don't like lions. They make me shiver just to look at them."

"Then you'll want some of these anti-shiver pills, too," answered the lad as he pulled a package out of his pocket and forced a pellet down my throat.

I couldn't say no. The pill had lodged itself somewhere in my tonsils and I was speechless for three full days until the sleeping bag arrived accompanied by another staggering bill. Then I had to talk plenty—to Mrs. Brown.



Laughing Through Life



That's Joe E. Brown with his lovely leading lady, June Travis, in a scene from Brown's latest First National comedy, "Earthworm Tractors". Brown plays the role of Alexander Botts, tractor salesman-hero of the renowned Saturday Evening Post stories which have convulsed a nation. The film comes to the.....Theatre on.....
Mat No. 201—20c

Joe E. Brown Says Movies Will Embrace Vaudeville

Star of "Earthworm Tractors" Thinks Variety Actors Coming Back

Film entertainment may be responsible for the virtual demise of vaudeville and some other varieties of the show business, Joe E. Brown admits, but it is due to restore them more and more, in days to come, via the celluloid medium.

In other words, the First National comedy star believes that film entertainment will ultimately embrace every variety of trouping that was done in the hey-day of the "variety" shows, from trick skating acts to ventriloquism.

Brown, currently playing in "Earthworm Tractors," now showing at the.....Theatre, bemoans even the temporary submergence of vaudeville. But he looks optimistically to future films and also radio to give entertainers with a wide variety of specialties their chance to earn a living.

"Already we see a more and more extensive use of typical vaudeville acts of the old days, through their inclusion in big feature films," Brown points out. "My own picture 'Bright Lights,' affords an example. We used dialecticians, tumblers, an acrobat troupe and what-not.

"But it was a back-stage affair. Another previous film, 'Sons O' Guns,' touched upon theatrical life very briefly, but was chiefly the brighter side of doughboy adventures in the A. E. F. Yet it contained quite a variety of entertainers. Singers, dialecticians, dancers, acrobats—brought in quite logically.

I make that point because I think that in many other feature films made today it would be possible to include, with no interruption of story or plot suspense, one or more samples of the many branches of entertainer's art.

"It seems to me there is a growing interest in all of these branches through the extensive interest, and even participation, in amateur entertainment, on the radio and elsewhere. Merely as hob-

bies, the new generation is learning magic and tap-dancing, acrobatics and juggling, ventriloquism and dialects, imitations, musical specialties, singing specialties, and what have you.

"Pictures in the future will inevitably reflect this, just as they reflect all other passing phases of current American life, sooner or later. The result will be a lot of healthy fun for audiences and more variety in the sort of pictures which can logically include that sort of thing.

"Meanwhile shorter subjects of all lengths, from mere flashes in that variegated thing we call news reels, to movies of perhaps half feature footage, can present regular vaudeville acts or programs with a variety of 'headliners' on each bill.

"That may be mere wish-thinking on my part, for I do hate to see the passing into oblivion of all the old troupers with the entertainment specialties of which they were so proud. Some people get a laugh out of the animal-call imitator who dubs himself 'artist'. I don't!

"But somehow I don't think it's wish-thinking. I think and hope the trend toward the sort of thing I have described, seemingly evident in current picture releases, will continue."

"Earthworm Tractors" is a rollicking comedy romance based on the famous stories by William Hazlett Upson.

Guy Kibbee Insists He's Home-Loving Earthworm

But There Are Worms and Worms According To "Earthworm Tractors" Comedian

By Guy Kibbee

(who has a leading role with Joe E. Brown in the First National comedy, "Earthworm Tractors", which comes to the.....Theatre on.....)

It's quite a coincidence that I was assigned to a role in Joe E. Brown's latest First National Picture, "Earthworm Tractors", for I am an earthworm if there ever was one.

Not that I'm afraid of flying or anything. I'll fly as high as the next person as long as I have one foot on the ground. It's just that I love nature in all its forms, and prefer to be known as nothing more than a respectable, home-loving earthworm.

I love the smell of the damp earth after an April rain, when flowers unfold and peep forth into a world glistening with dew.

Worms have always interested me. I divide them into two classes: worms you go fishing with and worms you wouldn't go fishing with. The first named are amœbas. So are the second, only they are of the human form.

Being a rabid disciple of Isaak Walton, I put all my acquaintances into two classes. Those whom I would enjoy taking along on a fishing trip are the tops as far as I'm concerned. The others are merely worms. Not good old-fashioned earthworms, but just out and out worms you wouldn't care to be seen with.

You are probably more or less familiar with most of them. You find them on city streets and in rustic hamlets. They go to theaters and are seen at all the big parties. They are fat and thin, short and tall, and they all get into your hair. The only reason they don't get into mine is because I haven't any. I lost it all thinking about such pests.

There's the worm who invites you to dinner and then uses a trick two-bit piece to toss you for the check. There's the motion picture director who allows you to sit up all night studying a scene, and the next morning announces that he has decided to rewrite it.

There's the actress who always manages to wriggle you around until the camera gets a swell close-up of the back of your neck

during your most important scene. There's the gag man who doesn't like your bit of ad-lib humor, and substitutes a bit of his own that was originally used by Aristophanes for the edification of ancient restaurant owners.

There's the publicity man who dresses you in pink tights and has you take a short workout with Man Mountain Dean for a picture which usually lands on the want-ad page. There's the cameraman who runs out of film in the scene which you did fourteen consecutive times before getting it right.

There's the practical joker worm who delights in giving you the "hot seat" and in stuffing your pockets with potato salad. There's the palooka sitting next to you in the theatre who sets your pants on fire reading his program with a lighted match.

There are hundreds of others. You can name your own. That's why I prefer to be known simply as "Earthworm Kibbee". It gives me a feeling of peace and contentment as I wriggle along life's highway.

* * *

"Earthworm Tractors" is Joe E. Brown's latest roaring comedy, based on a series of Saturday Evening Post stories by William Hazlett Upson. Besides Kibbee, the cast includes June Travis, Dick Foran, Carol Hughes, Gene Lockhart, Olin Howland and Joseph Crehan.

'Injun' Joe E. Brown



Just in case you're the only one who doesn't know it, Joe E. Brown, star of First National's side-splitting comedy "Earthworm Tractors", is imitating an Indian brave riding a V-8 . . . via the silly "handy" game. Joe plays the role of the famous Saturday Evening Post character, Alexander Botts, and is to be seen at the.....Theatre.

Mat No. 202—20c

Someone's Mad



Looks like Guy Kibbee. And you'd be mad, too, if Joe E. Brown had taken you on a tractor ride up and down mountains loaded with dynamite. It's a scene from Brown's funniest First National comedy, "Earthworm Tractors", now at the Theatre.
Mat No. 104—10c

Actress Tears Up Cactus Bed To Her Dismay

Carol Hughes, erstwhile Chicago girl with no especial knowledge of cactus, showed up on the First National set of "Earthworm Tractors", now showing at the.....Theatre, with badly scratched hands.

"I got ambitious, got scratched and, to top it all, got bawled out," said the vivacious young actress who is one of Joe E. Brown's love interests in the new screen comedy. Miss Hughes explained: "I live in an apartment house in Hollywood. I've always liked flowers. I like to plant and cultivate them. I saw a patch of cactus growing at the side of the building so, to surprise the apartment house owners, I dug up the cactus and planted some flowers.

"I had no idea that cactus would prove so prickly. And I hadn't the slightest idea that Southern Californians considered the things decorative. All the thanks I got, when I proudly pointed to my work, was the shocked exclamation: 'Oh! You've torn up our beautiful cactus bed!'"

"Earthworm Tractors" is a rollicking comedy romance based on the famous stories by William Hazlett Upson. Besides Miss Hughes the cast includes Joe E. Brown, the star, June Travis, Guy Kibbee, Dick Foran, Gene Lockhart, Olin Howland and Joseph Crehan.

Actress Hunts In Sun Clothes And Big Smile

One of the prettiest brunettes in Hollywood is probably the best hunter, or huntress, of the film players.

She is Carol Hughes, First National actress playing opposite Joe E. Brown in "Earthworm Tractors", which comes to the.....Theatre on.....

Miss Hughes disclosed to Brown that she had a hunting lodge in the mountains back of San Diego. It's really a small ranch, which ends in drift fences against country wild enough to afford good hunting for Carol and her dogs.

A friend of her family lives on the place as caretaker. His chief chore, and that of his wife and children, too, is taking care of Carol's dogs.

Miss Hughes, who is a sunshine addict as well as a hunter, indulges both passions at once by doing most of her hunting near her ranch clad in sandals, sun clothes and a smile.



Hard Boiled Eggs And Fish Get Joe E. Brown's Goat

Guy Kibbee and Sailor Vincent Get Into Hair
of Stars of "Earthworm Tractors"

The trouble occurred on "Location". When a picture's being shot away from the studio, "anything is liable to happen", as Jurgen once said, and generally does.

The picture was "Earthworm Tractors", the First National picture, which comes to the.....Theatre on..... Joe E. Brown is the star.

It was lunchtime. Studio box lunches were being served.

Joe E. Brown and Guy Kibbee were sitting beside a swamp. They were right near a big caterpillar tractor which looked awfully sunk.

Guy Kibbee started opening his lunch box. He looked at the swamp.

"Izaak Walton was a clever fellow," said Guy.

Joe E. Brown didn't seem to hear Guy. He was looking at his lunch box.

"I hope there's no hard-boiled eggs," said Joe, but didn't look any too optimistic.

"Two of them," said Guy sorrowfully. He took two eggs out of his box and put them on a chair.

Joe E. Brown looked very downcast. Then his face fell further as a heavyweight shadow was cast over the scene.

"Don't look now, Guy," said Brown, "but I fear that your stand-in, Sailor Vincent, is going to join us."

"Izaak Walton was a champ fisherman," mused Mr. Kibbee. "Sailor Vincent was once box-fighting champ of the Navy. He was a great fighter, they say."

"Now he's pun-drunk," said Joe E.

"You're not so good yourself," said Guy.

A Matter of Doubles

Sailor Vincent arrived. He was carrying two box lunches and two bottles of milk. He sandwiched himself between Joe E. Brown and Guy Kibbee by seating himself in Director Raymond Enright's chair.

"I'm gonna do some boxing," said Mr. Vincent, looking around hopefully. Nobody gave this a tumble so he studied a minute and added, "I'm Guy's double—why shouldn't I eat a double lunch?"

Joe E. Brown placed two eggs over on the chair where Guy Kibbee had ditched his, and looked with pity at Vincent.

"Your timing is wrong, Sailor," said Joe E.

"That's impossible," said the sailor, "because I ain't even got a watch on me. How's that? And lissen—I ain't afraid of cold commissary box lunches. I ain't never been knocked out."

"Slightly better," said Brown, thoughtfully.

"Izaak Walton," said Guy Kibbee, "once said that . . ."

"What team did this guy Walton ever play on?" interrupted Brown.

Guy looked injured and gave Joe a funny look.

"He was a piscatorial genius," explained Mr. Kibbee.

"Walton could catch 'em," continued Kibbee. "I'll bet he could catch 'em even in a swamp like this one. At least he might catch cats. But even Izaak, if he hooked a cat, had to skin it. Ever skin a cat, Joe?"

"Skin a cat?" Joe E. Brown was derisive. "That's baby acrobatics. I could skin a cat when I was three years old. I was doing nip-ups before I was five."

"I mean cat-fish," explained Guy, looking at Joe again. "Cat-fish have no scales."

Skinless Catfish

Sailor Vincent had finished his four hard-boiled eggs. He was starting on one of the four that Brown and Kibbee had rejected. His mouth was full of egg. But that didn't stop him.

"Ha! Ha!" he chortled, losing a little yolk. "If cat-fish don't have no scales, see, then how do they ever get away? Get it? A-weigh."

Guy Kibbee, in all ways, is a generous man so he pretended he didn't hear Sailor—but he looked pained. Joe E. Brown glared at Vincent and also looked pained.

Joe E. Brown Nearly Tears Down Studio

None of the war films, modern or "period" at First National caused so much destruction of sets and "props" as the non-martial film, "Earthworm Tractors", which comes to the.....Theatre on....., with Joe E. Brown starring and Guy Kibbee, June Travis, Carol Hughes, Dick Foran and others in support.

The demolition of village streets, sets that have withstood the battering of prop cannon and the bullets of Eddie Robinson's gangster, was accomplished by Joe when demonstrating a giant tractor.

Hey, Hey! Joe E. Is Back!



Howdy, folks, step right up and get an earful from the screen's cavern-mouthed comedian, Joe E. Brown in his newest First National mirth-riot, "Earthworm Tractors", coming to the.....Theatre next Wednesday. He's Super-salesman Alexander Botts, the hero of the famous Saturday Evening Post stories. Mat No. 210—20c

But Sailor looked the most pained of all.

Guy Kibbee, after a decent interval, started again.

"There should be a way to evolve a skinless catfish," said Guy.

"That's silly, Guy," said Brown. "That's sillier than—than Sailor's puns."

"Don't get nasty, Joe," said Kibbee. "It's not silly. Ever hear of cross-pollination?"

Sailor, who was going through the lunch like a caterpillar tractor through a corn field, popped off again.

"I've heard of Carrie Nation," said Sailor. "She was cross. She was always mad about liquor." He waited for the laugh. It didn't come. So he added: "Who ain't?"

"Fair, Sailor," said Joe E. Brown briefly. He turns to Kibbee. "Sure I've heard of cross-pollination. What's that got to do with fish?"

"Plenty," said Kibbee, "Catfish eggs might be artificially fertilized. Maybe we could cross 'em with mountain herring. We'd have a new fish. The catfish would shed its skin. I'd like to cross fish."

"Ha! Ha!" snorted Sailor Vincent. "The crossiest fish I ever seen was in . . ."

New Kind of Bait

Joe E. Brown joined Guy Kibbee in ignoring Sailor Vincent even more than ordinary and, in fact, interrupted him.

"Guy," said Joe sternly, "don't go trying to kid an old kiddier. Your fish theory is canard. And you know, I trust, what a canard is?"

Kibbee eyed Mr. Brown with extreme suspicion.

"I do not," he said, "I never even heard of one. What's more, I've finished everything from a backyard pond to the blue Pacific Ocean."

Sailor Vincent finished the last egg and idly glanced over at the big caterpillar tractor in the swamp.

"They ain't no fish in this swamp," he said suddenly.

Guy Kibbee, always fish conscious, grabbed this bait.

"How do you know?" asked Kibbee innocently.

"Fish like worms; don't they?" asked Sailor.

"Look out, Guy," warned Joe E. But his friendly tip was too late. Guy had already agreed that fish, indeed, do seem to enjoy worms.

"Ha! ha!" roared the ex-champ, telegraphing his punch as per usual. "If they was any fish in there, they'd have come up after that big caterpillar."

Shocked silence ensued, broken only by the unenthusiastic croak of a frog.

Joe E. Brown got up hurriedly.

"Guy," he snapped to Kibbee, "you and your counterpart, Vincent, will have to eat your lunch here tomorrow with me. I'm going to get a car, drive over to the Studio, and lunch at the Green Room."

Kibbee grins knowingly.

"Don't tell us—let me guess," he said and gestured a thick thumb toward Sailor Vincent. "I know. You don't like hard-boiled eggs."

"Right," agreed Brown, looking at Vincent. Then he turned and looked at Kibbee. "There's another thing I don't like for lunch, Mr. Kibbee."

"What's that, Joe?" asked Guy. Guy.

"Fish!" said Joe E. Brown.

"Earthworm Tractors" is Joe E. Brown's latest roaring comedy based on the stories by William Hazlett Upson. Others in the cast besides Kibbee, include June Travis, Dick Foran, Carol Hughes, Gene Lockhart, Olin Howland and Joseph Crehan.

Swamp and Mountain Built For Joe E. Brown Comedy

Huge Caterpillars Wade Through Water In
"Earthworm Tractors"

A huge synthetic swamp of several acres was constructed. Several miles of mountain trails were dug in Bronson Canyon, near Hollywood. And a half dozen powerful big track-laying caterpillar trucks, ranging from gigantic 17-ton brutes to the "smaller" three-tonners were not only used for this pre-shooting construction but figured as motorized "actors" in the picture.

Reference is to the new Joe E. Brown comedy-drama, "Earthworm Tractors", the First National picture which comes to the.....Theatre on.....

In this picture the plot hinges upon the fact that Joe E. Brown is a tractor salesman. He specializes in the sale of "Earthworms", a synonym for caterpillar as used in the Saturday Evening Post stories of William Hazlett Upson.

Translated into weight, the total number of tractors used in the picture aggregated approximately 100,000 pounds. This value, according to Paul Smith, volunteer technical adviser on the picture, was approximately \$25,000.

The tractors, in the comedy, piloted by Joe E. Brown, were called upon to do some terrific work.

Mountain grades of 70 per cent, arroyos such as war-time tanks must cross, and hauling through the deep and miring mud of a man-made swamp on the ranch back of the First National studio—these are but a few of the tasks assigned to these husky Diesel-motored laborers.

Joe E. Brown, who always takes his own "tumbles" in any picture involving daring, consistently refusing doubles, made no exception in the matter of tractor piloting.

"I'll roll my own," said the comedy star, with determination, and so his lessons in tractoring began immediately with the start of production.

Brown, taking his first lesson, was merrily driving one of the biggest machines within five minutes.

One of the funniest stunts in the picture, it is declared, is the house-moving sequence. In this, Joe is at the wheel of a giant Earthworm while Guy Kibbee, who suffers from nervous indigestions and is a confirmed hypochondriac, is taken for a ride. It is all the funnier when the link finally breaks and Kibbee's house is left squarely on the tracks of an oncoming train.

Ah-- Ah-- Easy Now!



Yessiree, folks, that's Alexander (Joe E. Brown) Botts telling Guy Kibbee to cool down. It's a scene from First National's gigantic antic of frantic fun, "Earthworm Tractors", coming to the.....Theatre. This film, you know, is the movie version of the famous Saturday Evening Post series by William Hazlett Upson.

Mat No. 211—20c



Athletes Have Hard Time As Actors, Says Foran

Heavy In Joe E. Brown's Comedy, "Earthworm Tractors" Thinks Public Likes Them Slim

According to tall, red-headed, handsome Dick Foran, star in Westerns and now in a featured role in the First National picture, "Earthworm Tractors", which is showing at the..... Theatre, there are disadvantages in being a burly ex-football player.

"It's hard to convince anyone, in or out of pictures, that a man who is more than six feet tall and around two hundred in weight can act," Dick declares. "Then put a chest and shoulders on him and a few muscles here and there, along with a face that shows it's had a few hard knocks, and it's well nigh impossible."

Acting as an art, Dick thinks, is associated in the public mind with lean Barrymores, high-strung Howards, wiry, quick-moving Cagneys, Robinsons, Munis and roly-poly Laughtons.

"Not," added Dick quickly, "that I'm setting up as an actor, or have any exaggerated notions of my ability to be one. I'd simply like to see the impression stamped out that a man of any given physical characteristics is necessarily eliminated from competition in the acting art. And I don't think I merely imagine that having the appearance of a heavyweight athlete does create such a prejudice as I have described."

"One of the best actors I know is husky Pat O'Brien, and he has been given recognition for his performances. Another fine actor is Nat Pendleton, who for the most part has been kept in comedy work or character heavies because, I fancy, he's a big husky who was once amateur wrestling champion."

"George O'Brien and Buck Jones are real actors, in my humble opinion, and while they're very popular stars, their histrionic ability hasn't been fully appreciated," Dick pointed out.

Several discerning critics, two of whom are especially well known, gave Foran a big hand for his work in "The Petrified Forest", lauding him for delivering a part which stood out in the face of competition from Leslie Howard, Bette Davis and Humphrey Bogart, whose performances were generally acclaimed among the greatest of the year.

But that wasn't the cause of

Dick's cry for a square deal for big, athletic-looking huskies. He's a modest fellow in real life, and when he portrays one of his smart-aleck screen roles—he has done several of the sort—that too is further proof that he knows how to act.

In Dick's latest film, "Earthworm Tractors", with Joe E. Brown, the latter is seen as a blundering but likeable and lucky salesman. Foran, his rival in the tractor-selling business, is in love, and he wins Brown's fiancée, Carol Hughes, which is all right for Joe E., because meanwhile he has fallen for another girl.

According to Raymond Enright, who directed "Earthworm Tractors", he'll back Foran as an actor in any sort of role in which the handsome husky could possibly fit.

"Yet it is the truth that a big athletic fellow of the modern football-playing sort has to buck a tough line of prejudice, which is built up by the totally wrong conception that husky athletes are necessarily 'dumb'," Enright points out. "That opinion, however, is dying out along with a lot of other false beliefs about the screen."

"I recall the time when we had little skinny film heroes playing football idols and nonchalantly flashing their golden 'All American' medals. Fellows who couldn't have made a high school team. Fortunately that day has passed."

"Earthworm Tractors" is a riotous comedy based on a series of Saturday Evening Post stories by William Hazlett Upson. Besides Joe E. Brown, the star, and Foran, the cast includes June Travis, Guy Kibbee, Carol Hughes, Gene Lockhart, Olin Howland and Joseph Crehan.

June Travis Sets New Gown Style

Two-toned frocks, especially those combining pale powder blue with navy, are now popular, according to Orry-Kelly, First National designer.

June Travis, playing in "Earthworm Tractors", the new Joe E. Brown comedy now showing at the..... Theatre, has a jacket-ensemble on which the top of the navy frock is in pale blue, with a low U-shaped yoke stitched crisply up to a round collar. The matching jacket is also light blue, with wide stitched collar and navy buttons.

Guy Kibbee Is Going To Have A Moat

Other screen players may have their tiled swimming pools, but Guy Kibbee is going to have a moat.

"It's going to be a real moat, with water in it, and it will run around my new house," he said.

"You don't mean house," interjected Joe E. Brown, star of "Earthworm Tractors", now showing at the..... Theatre and in which Kibbee is featured. "You mean castle. Fences and children run around houses. A moat, if you mean one of those medieval ditches, deserves no less than a castle."

"Well," admitted Kibbee, "my new house is going to look something like a castle. That is, it will follow the design, on a smaller scale, of an old Scottish castle of the Highlands in which my paternal ancestors lived."

Restaurateurs Gasp At Spilled Milk

Waste of foodstuffs is something that might tend to give the average efficient restaurant man a severe case of the fiscal jitters. Fancy then, if you can fifty assembled restaurateurs witnessing the destruction of 200 gallons of milk and over 500 dozens of perfectly good eggs.

The sequence was an uproarious one in the new Joe E. Brown latest First National comedy, "Earthworm Tractors", which comes to the..... Theatre on..... The restaurant men who witnessed the spilling of milk and smashing of eggs were delegates to the National Restaurant Association convention.

When Joe E. Brown, at the controls of a wildly careening "Earthworm" tractor on a depot platform set did his smashing scene, there was a gasp and then a concert of laughs.

Many Pretty Girls In Joe E. Brown Film

"Earthworm Tractors", Joe E. Brown's latest First National comedy, which comes to the..... Theatre on....., isn't a musical but it's full of pretty girls. Opposite Brown are two leading ladies, June Travis and Carol Hughes.

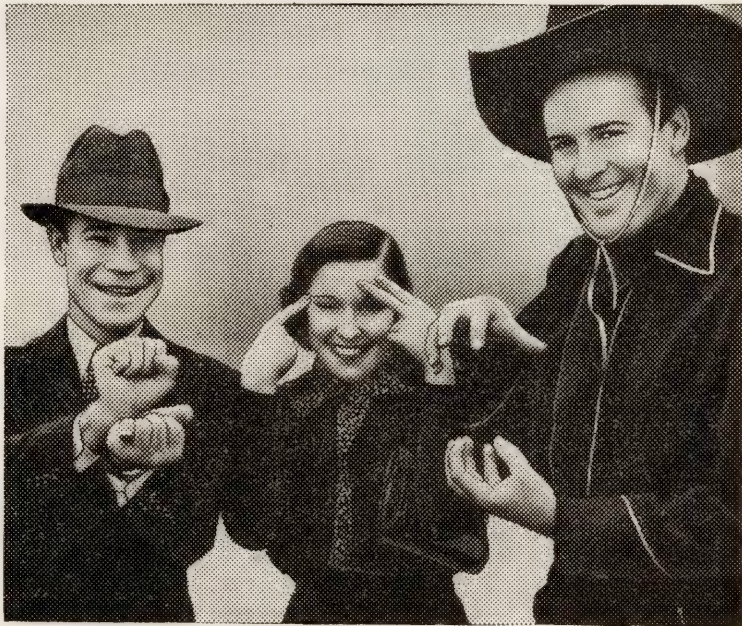
Starlets Victoria Vinson, Rosalind Marquis, Anne Nagel and Jean Sennett have important smaller roles and there are also charming bits of femininity in country village extra maids encountered by the travelling tractor salesman Alexander Botts, portrayed by Joe.

Actress Acquires Painless Sun Tan

Carol Hughes, who with June Travis shares the lead opposite Joe E. Brown in the comedy star's latest First National picture, "Earthworm Tractors", which comes to the..... Theatre on..... recommends only one sure-fire, painless sun tan formula.

You can painlessly acquire an hour's tan a day, according to Carol, if you take no more than five minutes at a time at the start, and fifteen minutes early and late in the day.

Okay--What's This?



That's Joe E. Brown on the left eating caraway seeds, Rosalind Marquis imitating the "China clipper" (eye pulled into Oriental slant, fingers imitating barber's clipper) and Dick Foran showing how the quints take a shower. You'll see them all in First National's new comedy, "Earthworm Tractors", in which Brown plays the role of a super-salesman of tractors. Mat No. 205—20c

June Travis Tells Girls How To Become Beautiful

Feminine Lead In "Earthworm Tractors" Advises Seasonal Athletic Sports

June Travis, feminine lead opposite Joe E. Brown in the First National production, "Earthworm Tractors", now showing at the..... Theatre, prescribes an athletic formula for school girls as "the best way to keep healthy, hearty, sane and beautiful all your life".

"Learn a good, fascinating outdoor game for every season of the year, and stick to each one you select until you learn it. After that, keep on playing it each season. Don't 'retire' at the ripe old age of twenty or thirty."

"I know this advice isn't impractical, for I originally got it from a forty-year-old woman who had raised four children. She told me it made for happy married life, too. And I've seen countless examples. May Sutton Bundy is one. After thirty years of tennis, including seasons of world championship play, Mrs. Bundy won another championship out here, just to prove she still could."

"My own seasonal games are as follows: baseball (soft ball, now) basketball, swimming and hockey, in which I competed in school; tennis, and golf. I also play badminton. Out here, in California, seasons can be pretty well mixed, and many of these sports are year-round."

"But I recommend clinging to the seasonal idea, even here, because part of the good a sport does you is the enthusiasm you and others bring to it. And that goes by seasons."

"That is the reason I am a hearty believer in competitive sport. Part of its health-giving and humanizing influence lies in the interest hot competition engenders."

June, who entered pictures in Kay Francis' film "Stranded", and recently made a big hit in "Ceiling Zero", finished "Earthworm Tractors" in exceptionally good company for an athletic-minded girl. With Carol Hughes, she was Joe E. Brown's leading lady. And Brown is probably the top-ranking sports enthusiast among movie stars. Another connection between Brown and June is the comedy star's friendship with her father, Harry Grabiner, vice-president of the Chicago White Sox.

"June came naturally by her athletic prowess," Brown remarks. "Her father tells me she used to work out with the Sox during spring training, when she was a school girl. She'd play some infield position and the major leaguers would artfully soften throws and batted balls directed to her."

"They had to do it artfully, for if June had suspected they were

pulling throws and grounders and line drives for her protection, she'd have been hurt."

June is living proof that athletics develop rather than retard the femininity of a woman. She is about as feminine a person as one could imagine, in figure, voice and mannerisms, domestic inclinations and so on. Five feet, four inches in height, she weighs 116 pounds. Her complexion is the envy of many another movie star—the sort that goes with fascinating green eyes and dark brown hair.

Born in Chicago, August 7, 1915, June attended Parkside Grammar School and Starrett School for girls; matriculated at the University of California at Los Angeles, and then attended the University of Chicago.

She was prominent in the social and athletic life of these schools, and also won honors in scholarship. In Hollywood she reads a great deal and studies music.

In "Earthworm Tractors", June plays the daughter of Guy Kibbee. Brown, as that demon salesman, Alexander Botts, of the famous Saturday Evening Post stories by William Hazlett Upson, falls in love with her.

Joe E. Brown Uses Mud For Make-Up

The cheapest variety of movie make-up yet discovered formed part of Joe E. Brown's kit for scenes of the comedy star's latest First National vehicle, "Earthworm Tractors", which comes to the..... Theatre on.....

On his portable dressing table, along with the powders and paints a movie actor has to use, is a little tobacco can. It contains a brown, semi-liquid substance. The substance is plain mud.

With a make-up swab of the sort that is used and thrown away, Joe had to apply splotches of the mud to his face and clothes. The tobacco can was empty. The dust from which the mud was made came from the roadside. The water from a nearby tap.



Joe E. Brown is the world's most stupendous tractor salesman, according to First National's latest picture, "Earthworm Tractors", at the..... Theatre, which shows him thrown out by his best customers, turned down by his best gal (June Travis) and knocked for a loop by the most convulsing series of madcap mishaps that ever happened to a hapless hero. Guy Kibbee, Carol Hughes and Dick Foran are featured in the cast. Mat No. 206—20c



Joe E. Brown Can Eat Raw Potato And Like It Too

Deviating just a little from the time old adage, "An apple a day keeps the doctor away", Joe E. Brown, First National comedian, eats a potato a day—a raw potato.

On the set of "Earthworm Tractors", now showing at the..... Theatre, Director Raymond Enright was trying to get a difficult shot. It was long past the luncheon hour and the crew and cast had not yet had their lunch.

Sitting in a chair on the side lines, Joe noticed a burlap sack of potatoes propped against a truck. In a flash he was at the sack and returned with a large potato. Joe E. took a big bite.

"Just a habit I've kept up from my boyhood tramping days when I was glad to get almost anything to eat," smiles Joe. "And besides, the raw 'spud' contains calcium and that's good for you."

June Travis, popular Warner Bros. contract player, playing the feminine lead in the picture, asked for a bite. Joe gave her one.

"If we never break for lunch," exclaimed June, "I'll never try another raw potato."

"Earthworm Tractors" is a screamingly funny comedy based on the stories by William Hazlett Upson. Besides Joe E. Brown and Miss Travis, the cast includes Guy Kibbee, Dick Foran, Carol Hughes, Gene Lockhart and Olin Howland. Raymond Enright directed the picture from the screen play by Richard Macauley, Joe Traub and Hugh Cummings.

Dick Foran Takes Off 17 Pounds In Week

Skimmed milk as a reducing diet is recommended by Dick Foran, First National player, as a result of his having lost a total of 17 pounds in a single week.

Foran, who admits that an increasing belt measurement caused him to take sudden stock of his weight, is currently playing a major role in "Earthworm Tractors", Joe E. Brown's latest First National comedy, which comes to the..... Theatre on.....

"When I'm playing riding parts in Westerns, even though I eat heartily, I never gain weight," said Foran. "But, between pictures, or when I'm in a non-western role, I have to watch my calories."

June Travis, Guy Kibbee, Carol Hughes, Gene Lockhart are in supporting roles.

Joe And June



Joe E. Brown and June Travis are the new comedy team to be seen in First National's roaring story, "Earthworm Tractors" at the..... Theatre.

Mat No. 103—10c

Joe E. Brown Adds To English Language

Something new in American nomenclature may be credited to Joe E. Brown, star of "Earthworm Tractors", now showing at the..... Theatre. This is a First National comedy in which caterpillar tractors are featured. The new word is:

"A guy that rides a mule is known as a muleskinner," said Joe E. "I guess as long as I wrangle caterpillars I must be a 'catskinner.'"

Joe E. Brown Beats Munchausen

Now they're calling him "Believe-it-or-not" Brown.

Joe E. earned the new title by telling about chickens with fifteen-foot tails, or red, white and blue feathers, which he saw during his travels in the Orient. These, Joe said he saw on his trip to China.

No one on the set of Joe's latest First National picture, "Earthworm Tractors", which comes to the..... Theatre on....., would believe him.

"What are you grinning for?" Joe demanded. "I'm not kidding. It's not a gag!"

"But you tell a gag just as well," said Guy Kibbee gently. "How are we to know..."

"I can prove it!" cried Joe, "believe it or not."

Tiredest Phone Girl In Joe Brown Film

The tiredest telephone operator ever seen in a film, and that's saying something, is in Joe E. Brown's latest First National picture, "Earthworm Tractors", now showing at the..... Theatre.

Her name is Rosalind Marquis, and her all-night session helping Joe telephone, has won the new featured player acclaim in the studio.

June Travis and Carol Hughes play opposite Brown in the film, and Guy Kibbee shares comedy honors.

Joe Brown's Leading Ladies Look Alike

June Travis and Carol Hughes, comely brunettes who play opposite Joe E. Brown in "Earthworm Tractors", the First National comedy now at the..... Theatre, are often mistaken for one another.

They're blue-eyed, dark-haired athletic girls, both five feet, four inches tall and weight 116 and 114 respectively!

Joe E. Brown Is Offered Job To Sell Tractors

Joe E. Brown has earned a standing offer of a job outside the movie realm. He took a test and filled out an application. The application was approved, and First National star, under the name of J. E. Brown was offered a job.

It was to be salesman for the tractor company of Peoria, Ill. The okay on Brown's application was authentic, and was made by the home office without knowledge that the "J. E. Brown" was the comedy star.

It happened in this manner: Brown, while filming his latest First National starring vehicle, "Earthworm Tractors", which comes to the..... Theatre on....., wanted to know two things. As demonstrator of tractors in scenes of the pictures, he had to know how to drive one. And as Alexander Botts, blundering but indomitable salesman in the famous stories by William Hazlett Upson, on which "Earthworm Tractors" is based, he had to know how to sell tractors.

Director Raymond Enright arranged with a local tractor distributor to give Brown a demonstration and driving lessons. Joe himself contacted a salesman, got some lessons on tractor selling, and then took a test which included filling out the application. No one concerned thought it would be found by a clerk and sent through to the home office.

"Earthworm Tractors" was nearly completed when an amused local agent brought Brown his okayed application, along with a note from a firm official.

Besides Joe E. Brown, the cast includes June Travis, Guy Kibbee, Dick Foran, Carol Hughes, Gene Lockhart, Olin Howland and Joseph Crehan.

Joe E. Brown Scrambles 500 Dozen Eggs In Film

Also Spills 200 Gallons of Milk and Knocks Over Depot In "Earthworm Tractors"

More than 500 dozen fresh eggs were violently scrambled and nearly 200 gallons of milk spilled in an exciting and laughable sequence of the new First National Joe E. Brown picture, "Earthworm Tractors", which comes to the..... Theatre on.....

When all the shooting was over, Joe E. Brown scrambled down from what had been his precarious perch at the control of a 17-ton "Earthworm Tractor", calmly dusted his trousers, grinned at the interblended mess of eggs and milk, and remarked:

"The world's biggest omelet!"

Guy Kibbee, who had sat none too calmly beside the irrepressible Brown during the dangerous stunt of riding an apparent loco tractor on a motorized stampede, got down with far less celerity.

"Gosh!" said Kibbee, and wiped his perspiring brow. "I'll bet I lost ten pounds on that scene!"

"Swell acting, Guy," complimented Director Raymond Enright. "You certainly played the part of a frightened old gent to perfection."

"Acting nothing!" snapped Kibbee. "I was a frightened old gent!"

The scene took place on a railroad station platform of what, in the script, is supposed to be a small town. The situation calls for a huge caterpillar tractor to stand on a high spot platform.

First National's back lot open set, known as Midvale Street, was the locale. A rickety old "prop" depot has stood there for many years and has figured in many pictures. But when Joe E. Brown got through maneuvering that egg-smashing and milk-spilling tractor, the old station was a changed affair.

Alongside the rickety platform as the tractor action was started, as though ready for shipment, was a total of 18 large cases of eggs. Nearby were many large cans of milk.

The script called for the smashing of these eggs and the milk by the huge tractor. Joe drove the tractor, with Kibbee registering fright, right squarely into one of the supporting posts of the depot.

Even a first-class depot, with one of its main supports ripped away, would do a certain amount of sagging. This one, being only a flimsy affair, began to collapse.

Joe threw the big caterpillar in reverse. Then, looking around to spot his real objective—the eggs and milk—he steered the track-

laying monster straight for the breakables and the edge of the platform.

June Travis, leading woman of "Earthworm Tractors", was seated some fifteen feet away, next to the camera. When the motored monster came roaring in her direction June leaped up. She knocked over her chair in the get-away. Her scream was lost in the roar of the mighty motor.

The assistant cameraman stuck to his post as blase photographers generally will. But others of the staff were not so hardy. The "still" cameraman broke a tripod joining June in her sudden flight. The script girl got up speed as she retreated.

But the danger was immediately over. Joe E. Brown swung the gigantic machine about and ground up enough eggs to feed a small town. With another twist of the crunching wheels he turned milk cans into bits of crumpled tin.

Then Director Enright waved his arms for the cut. Joe stopped his motor. The sudden silence was broken only by the sound of dripping milk. The eggs, of course, had nothing to say.

"A smashing success!" came the stentorian tones of Brown.

Juicers went back to their lights. Other staff men came out from behind telegraph poles. Several newspaper writers and a couple of action cameramen climbed down from the safety of a prop boxcar.

One—just one—of the many dramatic caterpillar tractor sequences of "Earthworm Tractors" had been completed with no casualties—except to all that milk and all those eggs.

The picture is a riotous comedy based on a series of Saturday Evening Post stories by William Hazlett Upson. Besides Joe E. Brown, Kibbee and Miss Travis, the cast includes Dick Foran, Carol Hughes, Gene Lockhart, Olin Howland and Joseph Crehan.

In "Earthworm Tractors"



Joe E. Brown hits the high spots as Alexander Botts, super-salesman hero of the famous Saturday Evening Post stories, who is to be seen at the..... Theatre this week with Carol Hughes, pictured above, in a featured role.

Mat No. 207—20c

Ever Drive A Tractor?



You probably didn't, and neither did Joe E. Brown as Alexander Botts in First National's "Earthworm Tractors", until he had to demonstrate one for a client in the hilarious movie version of the celebrated Saturday Evening Post story series. June Travis appears as Joe's leading lady.

Mat No. 209—20c



EARTHWORM TRACTORS

PRODUCTION DATA

OFFICIAL BILLING

Below is the official billing for "Earthworm Tractors". It is important that this be followed without change or variation.

First National Pictures, Inc. and the Vitaphone Corp.	25%
present	
JOE E. BROWN	100%
as	
ALEXANDER BOTTS	80%
in	
EARTHWORM TRACTORS	100%
with	
June Travis - Guy Kibbee	75%
DICK FORAN—CAROL HUGHES—	60%
GENE LOCKHART—OLIN HOWLAND	40%
Joseph Crehan	
* * *	
Directed by Raymond Enright	20%
* * *	
A FIRST NATIONAL Productions Corporation Picture	40% 5% 25%

THE STORY

Alexander Botts (*Joe E. Brown*) fancies himself in love with Sally Blair (*Carol Hughes*) and his romantic competition is Emmett McManus (*Dick Foran*). Both Botts and McManus are salesmen, neither very successful.

Botts, in fact, is peddling trivial little novelty gadgets. Goaded by Sally and by her father (*Olin Howland*) who urge him to sell something big and important, Botts decides to sell Earthworm tractors and then return to claim Sally's hand.

His monumental assurance enables him to get a job from the Earthworm officials as a mechanic-assistant to George Healy (*Gene Lockhart*) whose assignment has been to sell tractors to Mr. Jackson (*William Davidson*), a lumber dealer.

Botts, who often confuses names, gets mixed up and when Healy, through a comic mistake, drinks shoe polish and passes out, he starts out to sell a tractor. Through a mixup, he tackles Cyrus Johnson (*Guy Kibbee*) instead of Jackson. He meets Mabel Johnson (*June Travis*), charming daughter of the querulous and hard-of-hearing Johnson, a small-time business man.

Botts starts his "Happy Hooligan" mistakes and laugh-provoking blunders immediately, and his efforts to sell Johnson a tractor get him in more hot water. Bills, for his damage accidents, also pour into tractor headquarters

and Healy is fired by wire—also Botts.

But Jackson, whom Botts was supposed to have sold tractors to at first, buys several machines and Botts is kept on the payroll.

Botts has been attracted by Mabel Johnson and she has taken a liking to him. He figures it's impossible to sell her father tractors. She encourages him to try again, however, and he agrees.

Then follows Botts' wildest blunder when he hooks a tractor to the Johnson home and moves it while Johnson is still in it, and before the lights, gas and water have been disconnected for a planned house-moving.

Despite his blunders, Mabel has grown fond of Botts, but she's piqued and hurt when he confesses he has promised to go back and marry Sally Blair. Botts, whose proudest assertion is that he always keeps his word, goes back to claim Sally, though it is plain he's in love with Mabel. But he finds Sally already married to Emmett McManus. So he rushes back to marry Mabel and finds she has gone to Chicago.

The climax comes when blundering Botts drives into a series of dynamite explosions with Johnson aboard the big "Earthworm". The explosions cure Johnson's deafness, and Botts heroically saves Mabel's life. Botts and Mabel go into a clinch as Johnson announces he's going to buy twenty-two tractors from his son-in-law to be.

PRODUCTION STAFF

Directed by Raymond Enright
Screen Play by Richard Macauley, Joe Traub
and Hugh Cummings
From the stories by William Hazlett Upson
Photography by Arthur Todd, A. S. C.
Film Editor Doug Gould
Art Director Lee Katz
Musical Director Leo F. Forbstein
Technical Adviser Paul Smith

STAR SILHOUETTE

JOE E. BROWN
He was born Joseph Evan Brown on July 28, 1892, in Holgate O., the seventh child in the family—He joined a circus when 9 years old as a member of the aerial acrobatic troupe billed as "The Five Marvelous Ashtons," star attraction of Ringling Bros.' show—In 1909 a broken leg put him out of the circus and he became a professional baseball player—Went into burlesque, made good, was featured in Broadway musical comedies and in 1928 went to Hollywood—His pictures are among the most successful, financially, of any made—Is married, has five children, a prize sealhound dog and a racing stable—Has learned almost every sport for motion pictures—Does not diet, and is fond of fried chicken—Buys his clothes in New York—His favorite color is brown, but he sometimes wears checked suits—For premieres and first nights, he "dresses up" in top hat and "tails"—Chews gum, eats candy, drinks sodas—Likes to surprise people by turning backflips, walking on his hands or turning handsprings—Does not like to get up in the morning and dislikes telephone calls—Saves old razor blades—Is not in the least shy or backward—Knows his face is his fortune—Is five feet eight inches tall, weighs 150 pounds, has brown hair and blue eyes—His favorite book is the Bible—Likes to travel by air—His favorites on the screen are Bette Davis and Charlie Chaplin—Likes prize fights, hockey, football, horse races and baseball—Particularly baseball—Is a self appointed scout and is always looking for young players for the big leagues—Has traveled extensively but still gets sea sick—Does not own a yacht but drives a Dusenber motorcar, a present from Mrs. Brown—Is an inveterate "first nighter"—Is now star of the First National comedy "Earthworm Tractors", which opens at the.....Theatre on.....



Joe E. Brown
Mat No. 112—10c

STAR SILHOUETTE

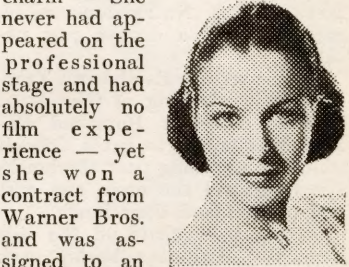
GUY KIBBEE
He's rotund, bald, smiling and fifty, but none the less, Guy Kibbee was once a romantic stage hero and matinee idol—He became a comedian when he began losing his hair and adding to his girth—He went on the stage at an early age, barnstormed all over the United States—Has ridden the rods, and walked the ties with other members of stranded theatrical troupes—He was more than 40 years old before he won his first major success on Broadway—Is an ardent fisherman, and a very skillful one—Likes to drive a car and is fond of boating—Says his life has been too varied and too uncertain to permit pet aversions—Nevertheless he is gunshy and never hunts—Likes dogs and horses—Now playing with Joe E. Brown in "Earthworm Tractors" at the.....Theatre.



Guy Kibbee
Mat No. 108—10c

STAR SILHOUETTE

JUNE TRAVIS
She has brown hair and green eyes—and a strange magnetic charm—She never had appeared on the professional stage and had absolutely no film experience—yet she won a contract from Warner Bros. and was assigned to an important role in "Stranded" with Kay Francis—In her second picture she had the feminine lead—She was born in Chicago and is the daughter of Harry Grabiner, vice president and general manager of the Chicago White Sox—She is 20 years old—and at college starred in swimming, basketball and hockey—Now she plays badminton and swims for exercise—Her hobbies are music and painting—She still is considered one of the best feminine hockey players in the country and has organized a soft ball team in Hollywood—She is coming to the.....Theatre with Joe E. Brown in "Earthworm Tractors" on.....



June Travis
Mat No. 111—10c

STAR SILHOUETTE

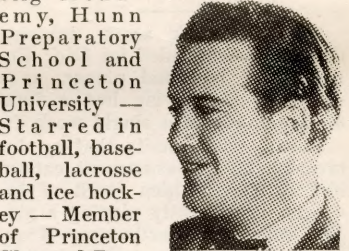
GENE LOCKHART
If he couldn't be an actor, Gene Lockhart would be a song writer—If he couldn't write songs, he'd be a newspaperman—He's done all three—He conducted a humorous column for one of London's greatest daily newspapers—Among his songs are "The World Is Waiting for the Sunrise" and "Moon Dream Shores"—He's written nearly a hundred other songs and was co-author with Deems Taylor of the musical fantasy "Heigh-Ho"—He wrote and directed the musical revue "Bunk of 1926"—He was born in Canada but has spent most of his working life in the United States—His hobby is collecting funny stories—He is married and is usually paired with his wife, Kathleen Lockhart, in married roles—He is now appearing in the First National comedy "Earthworm Tractors" at the.....Theatre.



Gene Lockhart
Mat No. 113—10c

STAR SILHOUETTE

DICK FORAN
Dick Foran was born in Flemington, N. J.—Attended Mercerberg Academy, Hunn Preparatory School and Princeton University—Starred in football, baseball, lacrosse and ice hockey—Member of Princeton Glee and Dramatic clubs—Got a job with the Pennsylvania Railroad and was sent to California—Given a screen test and became an actor—Is crack rifle shot—Has pleasing singing voice—After making a hit in a number of pictures including "Gentlemen Are Born", he was starred as a singing cowboy in "Moonlight on the Prairie" and will continue in a series of musical Westerns—Rides horses like a real cowboy—Now appearing with Joe E. Brown in "Earthworm Tractors" at the.....Theatre.



Dick Foran
Mat No. 109—10c

STAR SILHOUETTE

CAROL HUGHES
Her name was Kay Hughes and she was born in Chicago 21 years ago—She retained the name of "Kay" until she signed a contract with Warner Bros., when her first name was changed to "Carol" in order not to cause confusion—She attended public school until she was 13 and then, with another girl her own age and who looked like her, she formed a "sister" dancing team that first made a hit on the Chicago night club circuit and then on big time vaudeville—In 1934 she reached Los Angeles where she got a small part in a musical show which led to a call for a picture test—She had a small role in "Ceiling Zero", and this was followed by others in "Brides Are Like That", "Snowed Under" "The Singing Kid" and "The Golden Arrow"—She is an Irish-American, vivacious brunette beauty—Her only hobby is sharp-shooting and she has won medals for perfect scores—She is unmarried—She now has a featured role with Joe E. Brown in "Earthworm Tractors", which is playing at the.....Theatre.



Carol Hughes
Mat No. 110—10c

CAST OF CHARACTERS

Alexander Botts Joe E. Brown
Mabel Johnson June Travis
Sam Johnson Guy Kibbee
Emmet McManus Dick Foran
Sally Blair Carol Hughes
George Healey Gene Lockhart
Mr. Blair Olin Howland
Mr. Henderson Joseph Crehan
Mrs. Blair Sara Edwards
H. J. Russell Charles Wilson
Mr. Jackson William Davidson
Taxicab Driver Irving Bacon
The Doctor Stuart Holmes

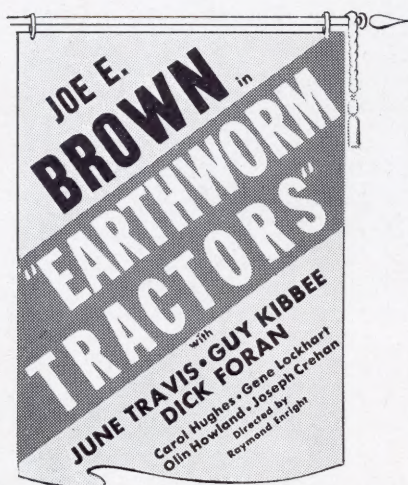
Length of Film - - - - - 6335 ft.
Running Time - - - - - 69 min.



BALLY WITH BANNERS 3 NOVELTIES

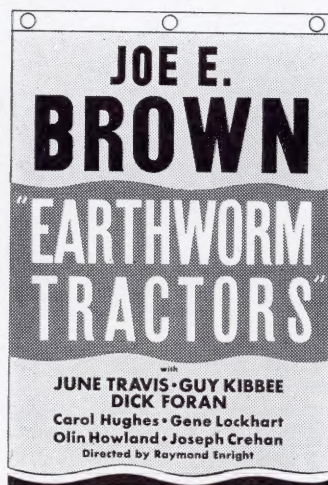


VALANCE (above) is 40" deep and made of transparent silkolene. Price is 55c per running ft.



FLAG

Made of sunfast, weather-proof material. Prices are: lettered on one side—\$15; lettering on both sides — \$25.



BURGEE

Comes in weather-proof material and available in two sizes: 20" x 30" — 50c; 24" x 36" — 75c.

Valance and Flag may be rented. Write for quotations and order from office nearest your city.

M. LIBERMAN

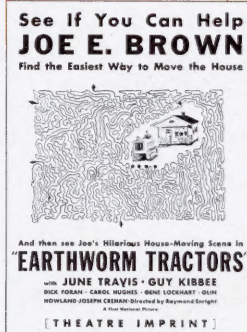
320 West 46th Street, New York City

1630 W. Washington Boulevard, Los Angeles

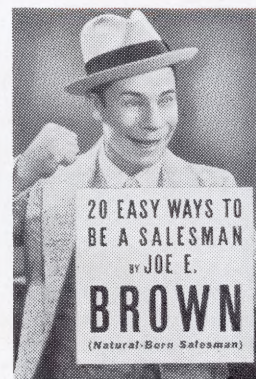
1018 S. Wabash Avenue, Chicago

TRACTOR MAZE

Maze is 5½" x 7½" and is printed on light-weight colored cardboard. Should be nice as a throwaway, but they'll try working it out while the plug stares 'em in the face. Prices include theatre imprint and are: \$3 for 1M; 5M—\$2.50 per M.

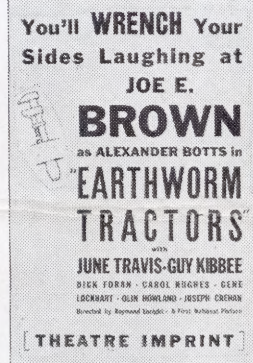


SALES MANUAL



Sales manual is four page affair and measures 5" x 8" open. It is printed in brown ink on white coated stock. Cover is illustrated, and inside spread contains twenty humorous hints on salesmanship. Back page is reserved for playdate and theatre imprint. Prices, including imprint, are: \$4 for 1M; 5M—\$3.50 per M.

GAG CARD



Card, containing small metal wrench, measures 4" x 6" and is printed on colored cardboard. Prices, including theatre imprint, are: \$7.50 for 1M; 5M—\$7 per M.

Order novelties directly from:

ECONOMY NOVELTY CO.
225 WEST 39th ST. NEW YORK CITY

RENT YOUR ACCESSORIES FOR THEATRE AND FRONT

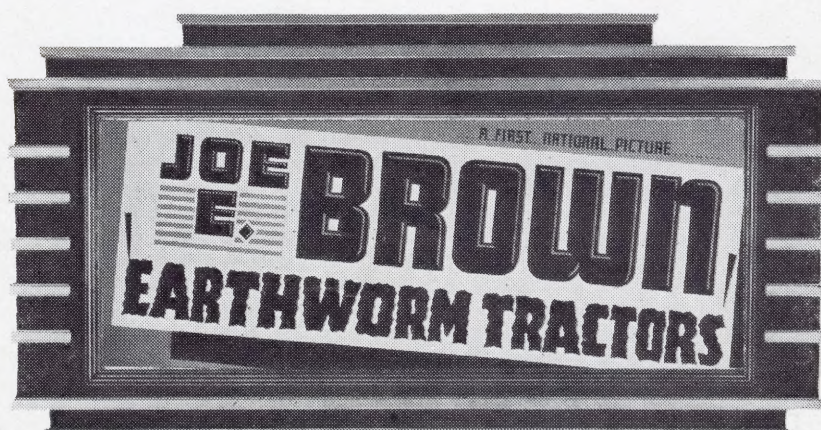
These displays are RENTED, as are thirty-nine other units which we produce on each and every picture. Take our word for it, investigate this new showmanship method of building box office.

Write today. Send along photos or snapshots of your front and lobby. We'll be happy to tell you more!



Original creation. Deluxe size 40" x 60", produced in brilliant oil paint colors. Also made in the 30" x 40" size. Frame in which display is pictured is included in the service.

24" x 60" Banner Display. Also comes in the 24" x 82" Deluxe size. The display is rented. The frame is included in the service.



AMERICAN DISPLAY COMPANY, Inc.
525 West 43rd Street New York City



EARTHWORM TRACTORS

POSTERS



24-SHEET DESCRIPTION: Background is white with yellow hilation around full color illustration. 'Joe E. Brown' is dark blue. Title is dark red and smaller credits are grey.

SELECTED VITAPHONE SHORTS
TO ROUND OUT YOUR PROGRAM

HAL LE ROY and TOBY WING in "RHYTHMITIS" (Broadway Brevities Series). These two young star performers are ably abetted by a stellar cast of specialty artists in a speedy musical melange.
(20 minutes—No. 1031)

"PORKY'S PET" (Looney Tunes Series). Porky again crashes through with his hilarious adventures.
(7 minutes—No. 1710)

"CAN YOU IMAGINE" (Our Own United States Series). People and places off the beaten bypath are visually brought to you in another of the popular E. M. Newman series. Off-screen dialogue is supplied by Ray Saunders, noted radio commentator.
(10 minutes—No. 1912)

"VITAPHONE ENTERTAINERS" (Big Time Vaudeville Series). A series of entertaining acts make this vaudeville presentation one of the merriest. Included in cast of clever performers are Sylvia Froos, Hunter & Percival and others.
(11 minutes—No. 1612)

"I LOVE TO SING" (Merrie Melodies Series). One reel of Technicolor in which Baby Owl breaks from tradition and enters an amateur contest winning with a swingy tune.
(7 minutes—No. 1410)

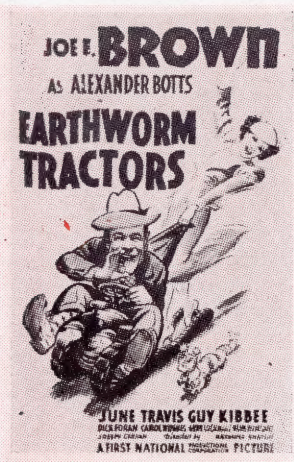
"WHEN FISH FIGHT" (Pepper Pot Series). A sporting short that shows unusual shots of big-game fishing in southern waters. Season is right for this one.
(10 minutes—No. 1813)



3-SHEET



INSERT CARD



1-SHEET
MIDGET WINDOW CARD



WINDOW CARD



6-SHEET



SLIDE

PRICES	
24-SHEETS	
Up to 24.....	\$2.00 each
25 and over.....	1.75 each
6-SHEETS	
1 to 9.....	75c each
10 to 19.....	70c each
20 and over.....	65c each
3-SHEETS	
1 to 24.....	40c each
25 and over.....	36c each
1-SHEETS	
1 to 49.....	15c each
50 to 99.....	13c each
100 and over.....	11c each
WINDOW CARDS	
1 to 49.....	7c each
50 to 99.....	6c each
100 and over.....	5½c each
INSERT CARDS	
1 to 24.....	25c each
25 to 49.....	22c each
50 to 99.....	20c each
100 and over.....	18c each
HERALDS	
1M to 4M.....	\$3.00 per M
5M and over.....	2.75 per M
LOBBY DISPLAYS	
11 x 14 Photos.....	75c a set
(8 in set—colored)	
22 x 28 Photos.....	80c a set
(2 in set—colored)	
Slides.....	15c each
Stills.....	10c each
Midget Window Cards.....	4c each
(These prices apply to the U.S. only)	

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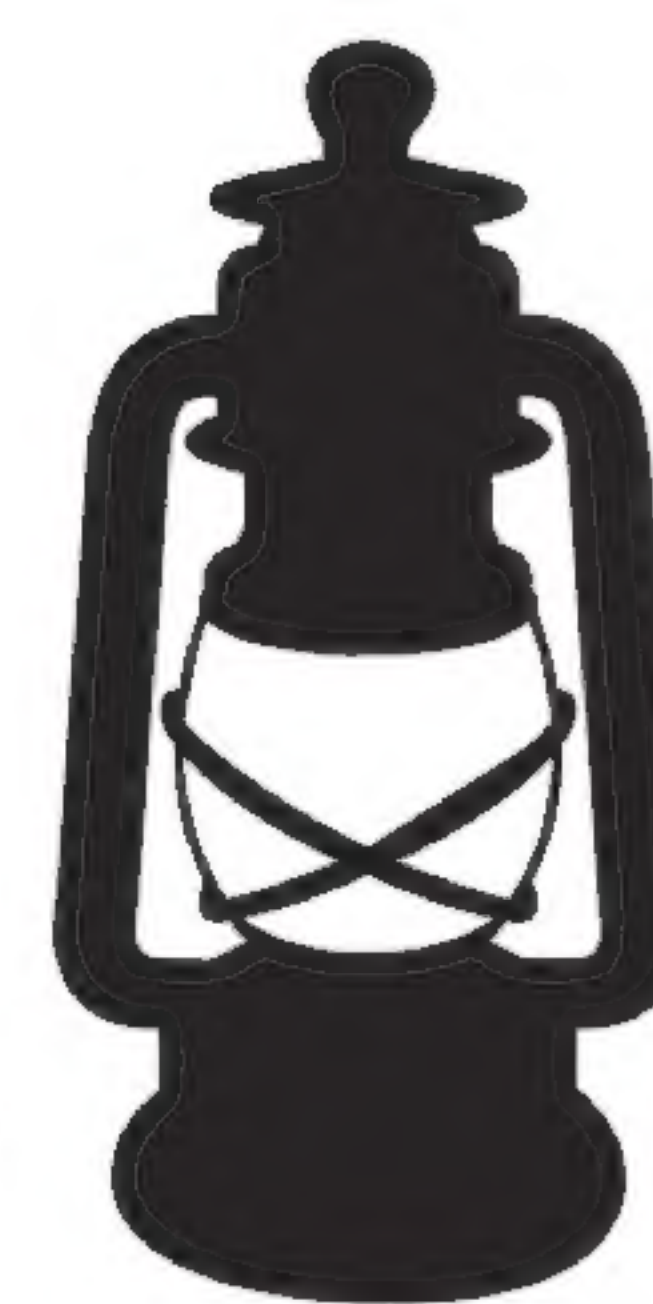


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